

**MUNICIPALITY OF THE COUNTY OF**  
**ANTIGONISH**

Wednesday, February 26, 2025, Following Asset Management  
Council Chambers  
Municipal Administration Building  
285 Beech Hill Road  
Beech Hill, NS B2G 0B4

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1. Call to Order – Chair, Warden Nicholas MacInnis
2. Approval of Agenda
3. Approval of February 11, 2025 Committee of the Whole Minutes
4. Business Arising from the Minutes
5. Delegations
  - a. There are no scheduled delegations
6. Continuing Business
  - a. 2025 Boundary Review
7. New Business
  - a. 2025 Football Canada Cup & Eastern Regional Challenge Sponsorship Request
8. Community Events

This item provides Councillors with an opportunity to briefly bring to the attention of Council events that are taking place in their communities.

9. Reports from Inter-Municipal Boards, Committees and Commissions
  - a. Antigonish Heritage Museum Board
  - b. Antigonish Arena Association
  - c. Eastern District Planning Commission
  - d. Eastern Regional Solid Waste Management Committee
  - e. Pictou Antigonish Regional Library
  - f. RK MacDonald Nursing Home
  - g. County Paqtnkek Joint Steering Committee
  - h. Community Navigation & Physician Retention Services Association
  - i. PARC

10. Additions to the Agenda

11. In-Camera Items

- a. Contract Negotiations

12. Adjournment

**MUNICIPALITY OF THE COUNTY OF**  
**ANTIGONISH**

**Committee of the Whole Meeting Minutes**

Tuesday February 11, 2025, following Asset Management Committee  
Council Chambers  
Municipal Administration Building  
285 Beech Hill Road  
Beech Hill, NS B2G 0B4

Present were: Warden Nicholas MacInnis  
Deputy Warden John Dunbar (by Zoom)  
Councillor Mary MacLellan  
Councillor Adam Baden-Clay (by Zoom)  
Councillor Richelle MacLaughlin (by Zoom)  
Councillor Shawn Brophy  
Councillor Wayne Melanson  
Councillor Gary Mattie  
Councillor Harris McNamara  
Councillor Sterling Garvie

Regrets: None

Staff Present: Shirlyn Donovan, CAO  
Beth Schumacher, Deputy Clerk  
Megan MacInnis, Strategic Initiatives Coordinator  
Allison Duggan, Director of Finance

Others Present: Gallery (by Zoom)  
Bob Hale, St. FX  
Mark Chisholm, St. FX  
S/Sgt Kim Hillier, RCMP  
Sgt James Jessome, RCMP  
Cpl Jim Floyd, RCMP

**Call to Order – Chairman, Warden Nicholas MacInnis**

The meeting of the Committee of the Whole was called to order by the Chair, Warden MacInnis, at 5:33pm.

**Approval of Agenda**

Warden MacInnis called for any additions or deletions to the agenda.

Moved and Seconded

*That the agenda be approved as presented.*

**Motion Carried**

**Approval of January 14, 2025 Committee of the Whole Minutes**

Warden MacInnis called for any errors or omissions in the Committee of the Whole minutes of January 14, 2025. Hearing none, the minutes were considered approved.

**Business Arising from the Minutes**

There was no business arising from the minutes.

**Delegations**

**St. FX Bid to Host the 2030 Special Olympics Summer Games**

Mr. Hale and Mr. Chisholm provided the committee with an overview of the timeline for the selected of a host community for the 2030 Special Olympics Summer Games. The community had previously hosted the games in 2018. A bid application is due at the beginning of the summer. A general overview of the economic impact to the community that the 2018 games had on the community was provided.

A request for support in the amount of \$100,000 over five years was made, and Mr. Hale noted that it would go towards event infrastructure, volunteer training, and athlete services. Members of the committee were provided with an opportunity to ask questions, and several members of the committee spoke highly of the 2018 event held in Antigonish and of Special Olympics overall. The Town will also be asked for \$100,000. The University will be providing a matching contribution, being mostly in-kind, and the budget for the event is expected to be around \$3 million.

Moved and Seconded

That the Committee recommends that Municipal Council approves a contribution of \$100,000 to the St. FX University bid for the 2030 Special Olympics Summer Games.

**Motion Carried**

**Local RCMP Update**

S/Sgt. Kim Hillier provided members of the Committee with an overview of the local RCMP operations. Five new officers are coming to the community in the next few months. Priorities of the local detachment were reviewed, which included enhanced road safety, member wellness, crime reduction, and increased police presence in the community. S/Sgt Hillier noted that local members of the detachment have been trained to utilize body cameras on their uniforms, and information on where to find out more about the camera policy was shared with the committee.

The floor was then opened up for questions and comments. A concern was raised about drugs in schools; discussion followed regarding the education and enforcement measures that are put in place to reduce the occurrence of that situation. The importance of having police presence for education programming in the schools. Members of the local detachment were thanked for their efforts in enforcement to catch those drinking and driving, and for their involvement in the community.

A question was asked about the presence of Fentanyl and cocaine in the community, and some information about what the local trends are was shared. Warden MacInnis noted that the recent arrests were welcomed, given the concerns raised during campaigning during the fall.

### **Continuing Business**

#### **Infrastructure Summary**

Mrs. Donovan provided a high-level review of the infrastructure summary that was prepared at the direction of the committee. Staff was thanked for putting together the summary. A concern was raised regarding water and sewer capacity, and more information being needed to understand where the community sits for capacity of those services. Mrs. Donovan noted that a discussion about servicing capacity is scheduled to take place at the Joint Council meeting scheduled for February 19<sup>th</sup>. Discussion followed.

Councillor MacLaughlin noted that the new water tower in St. Joseph's was not included in the list, and Mrs. Donovan noted that it was likely due to it not yet being active due to a delay in the installation of the computer for that system. Councillor Mattie noted that new technology should be considered when looking at options for treatment systems.

Warden MacInnis noted his preference to look at a steering committee as opposed to a water commission when choosing terminology for a joint group with the Town looking at options for water and sewer servicing. He also noted that there is quite a bit of federal funding assistance that could be explored. Suggestions for different Town and County working groups were discussed, and staff noted that ideas could be explored following the Joint Council meeting and strategic priority setting sessions took place later in the month.

### **New Business**

#### **Streetlight – 81 Pomquet River Road (St. Andrews Community Centre)**

Ms. Schumacher noted that the scope for a streetlight installation approved by Council in May of 2024 identified that a pole is required. Staff has brought the item to the committee for their awareness of the additional expense for this installation. Consensus was provided to proceed with the installation.

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Surplus Equipment Sale – Dewatering Truck

Mrs. Donovan reviewed a recommendation for the sale of the dewatering truck, which was deemed surplus. A suggestion was made to have a mechanical assessment done of the vehicles when they are put up for sale as surplus. A question was asked about how the sewer systems are now cleaned out without the dewatering truck. Discussion followed.

Moved and Seconded

The Committee recommends that Municipal Council approve selling the 2009 International Dewatering Truck 7000 Series that was deemed surplus to Ron Chisholm for the bid price of \$61,220.00.

**Motion Carried**

Results of the Communications Strategy Request for Proposals

Ms. MacInnis provided the committee with an overview of the Request for Proposals (RFP) that was advertised before the holidays. Eleven bids were received, and after review by an internal committee that felt that the proposal by Forward Creative was the best proposal. The floor was then opened to the committee for questions. Questions about the types of feedback received from the community that led to the direction to proceed with undertaking a communication strategy request.

Moved and Seconded

That the Committee of the Whole recommends that Council award the tender for the proposed communications strategy to Forward Creative at a cost of \$29,825 (plus HST).

**Motion Carried**

Gateway Signage on Secondary Highways

Ms. MacInnis provided a summary regarding the work done to date in preparing gateway signage for secondary highways. She explained how the design follows the branding that was developed as part of the approved Tourism Strategy. Currently, staff is looking for feedback regarding the signage design. Discussion followed regarding the languages included on the signage, and different suggestions were put forward. Staff will gather more information and come forward with a revised proposal for the welcome message at the next Committee of the Whole meeting.

**Staff Reports**

Mrs. Donovan noted that the staff report is provided in the agenda package.

**Community Events**

- Councillor Mattie shared that a Valentine's Dance will take place at the Monastery Fire Hall Friday February 14<sup>th</sup>.

- Councillor McNamara shared that Trivia Night will be taking place at the Havre Boucher Hall February 14<sup>th</sup>
- Councillor Melanson noted that, starting Friday February 14<sup>th</sup>, the Winter Carnival starts in Pomquet.
- Councillor MacLaughlin noted that a breakfast will take place in St. Josephs on February 23<sup>rd</sup>.
- Councillor Baden-Clay shared that the Coldest Night of the Year event will be taking place on February 22<sup>nd</sup>.

### **Recess**

Moved

That the Committee of the Whole meeting be recessed at 7:30pm.

**Motion Carried**

The Committee of the Whole meeting was resumed at 9:35pm. Consensus was given to defer the in-camera business to a future meeting.

### **Additions to the Agenda**

There were no additions to the agenda.

### **Adjournment**

Moved

That the Committee of the Whole meeting be adjourned at 9:35pm.

**Motion Carried**

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Warden Nicholas MacInnis

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Shirlyn Donovan, CAO

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## MEMO FOR INFORMATION

**TO:** Committee of the Whole  
**FROM:** BETH SCHUMACHER, DEPUTY CLERK  
**SUBJECT:** **BOUNDARY REVIEW 2025 – NEXT STEPS**  
**DATE:** 26/02/2025

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### SUMMARY

**Following a presentation by staff earlier in the year, the Committee directed staff to explore options for undertaking the required boundary review and report back for further discussion.**

### BACKGROUND

Starting in 2006, municipalities are required to conduct reviews of the number of elected officials and the boundaries of their districts every eight (8) years. These reviews are submitted to the Nova Scotia Utility and Review Board (NSUARB), who then hold a public hearing on the proposal before making a decision on the submission. The Municipality's last full boundary review was conducted in 2014, with approval granted by the NSUARB in May of 2015.

With the NSUARB's permission, considering the process to explore consolidation underway at the time, the most recent required review (2022) was delayed and not started until mid-2023. Given the proximity of the process to the 2024 municipal election by the time the consolidation question was resolved, a modified process was undertaken where the NSUARB allowed the boundaries to remain as status quo for the election.

However, the June 21, 2024 decision of the NSUARB also provided the following direction:

*[27] The Board directs the Municipality to conduct a study after the October 2024 municipal election into the appropriate number of councillors and polling districts, and the fairness and reasonableness of the district boundaries, and file its study and an application no later than December 31, 2025.*

At the January 14, 2025 meeting of the Committee of the Whole, staff presented an overview of the boundary review process and previous review. At that meeting, staff presented two options:

- To Issue an RFP to have a consultant undertake the full Boundary Review Process
- Have staff undertake the Boundary Review internally

At that time, staff identified that external mapping services would need to be contracted to support the project if the review were undertaken internally. The following direction was provided by the committee:

- Staff was asked to prepare and send the committee a summary of previous reports and maps from the 2023/24 boundary review process for background information, and
- Staff was asked to prepare information regarding potential costs and timelines for the exercise.



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## **DISCUSSION**

### Background Reports from 2023/24 Review

An information package was sent to members of Council by email, and included maps and reports prepared by Stantec from November 2023-January 2024. This information package included the following documents:

- Phase 1 Documents
  - The “Electoral Boundary Review Council Size Report Ph1 Final” that was presented to the Committee of the Whole at their meeting on November 14, 2023
  - “Nov 14 2023 Presentation Boundary Ph 1” from the November 28, 2023 Committee of the Whole agenda
  - “Ph 1 Boundary Options Maps” that provided five different options (3 with 10 districts, 1 with 9 districts, 1 with 8 districts) for discussion at those Committee of the Whole meetings.
- Phase 2 Documents
  - The “Antigonish County Electoral Boundary Review CoW Memo Jan 9” that was included in the January 9, 2024 Committee of the Whole agenda, along with two maps with the options that were selected from those put forward by the consultant (Option A and Option B) for the second round of public consultation.
  - A copy of the invitation that was prepared for the consultation sessions in January 2024 that ended up being cancelled when the process was put on hold right before they were set to begin.

### Estimate of Costs for a Consultant to Undertake the Review

When quotes were invited from consultants in 2023, prices received ranged from \$43,700 to \$55,200 (HST inclusive). This pricing included the services of a team including professional planners, the preparation and reports and presentations, mapping, and public consultation exercises including surveys and open houses. The bids received noted a 6–8-month timeline for the process, based on the parameters of the request for proposal.

### Estimate of Costs for a Consultant to Assist with Mapping Services

Following the January 14<sup>th</sup> meeting, staff reached out to four consultants (two local, two national) requesting a quote for their hourly rate for mapping services. Two responses (both local) were received, with services priced in the range of \$70-\$100/hour for mapping services.

Staff also reached out to Stantec to request the mapping files generated during the 2023/24 boundary review process, which were provided shortly after being requested.

### Staffing for Undertaking the Review Internally

Prior to 2023, boundary reviews were done internally by staff either in the Administrative or Planning departments, with support from EDPC or consultants. Recognizing the constraint on the use of current staff to undertake this review is based on workload and not expertise, the team has been working to identify and redistribute tasks to provide capacity for the boundary



review project and feels that it could be done provided the boundary review is recognized as a department priority for 2025.

#### Outlining the Process for the Review

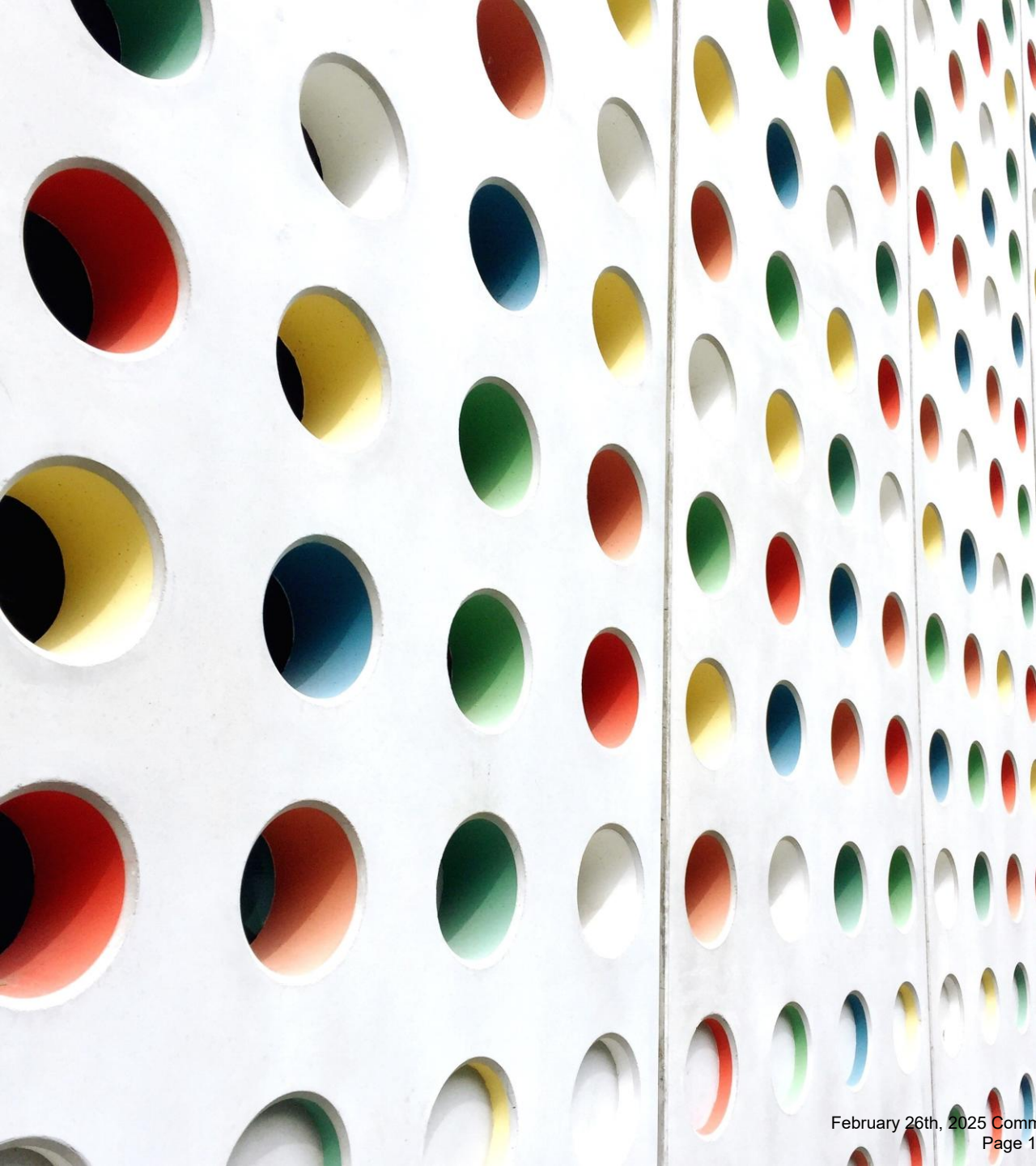
When the 2023/2024 boundary review was underway, the first phase, to determine the number of councillors and districts, was completed. If Council is confident that there would be no change to the number of districts given how strongly the public consultation favoured ten districts in the previous review, and confirms that they wish to proceed with utilizing this information by motion, staff would consider the first phase of the review to be satisfied and look to proceed with the second phase, to determine the new district boundary alignments. Proceeding in this manner would also be confirmation of the municipality maintaining status-quo with the Warden system, as opposed to looking at a Mayor elected-at-large arrangement.

Phase two of the process would involve updating the elector information for the districts using the data from the 2024 municipal election, to ensure that the most up-to-date numbers were being utilized. Based on feedback provided by the committee during previous discussions about boundary review, a workshop would be arranged with Council to collect their feedback on options for boundary alignments, with the goal of developing options to take to the public for their feedback.

A round of public consultation, involving an online survey and open houses, would be undertaken over the course of several weeks. Finally, staff would prepare and present a final report for the Committee with a recommendation to put forward to the NSUARB.

#### **NEXT STEPS**

Depending on whether the Committee chooses to proceed with a consultant undertaking the review or have it completed internally, staff will proceed with either issuing an RFP for a consultant to undertake the project or will retain a mapping consultant and begin the process as outlined above.



# 2025 Boundary Review

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ANTIGONISH COUNTY

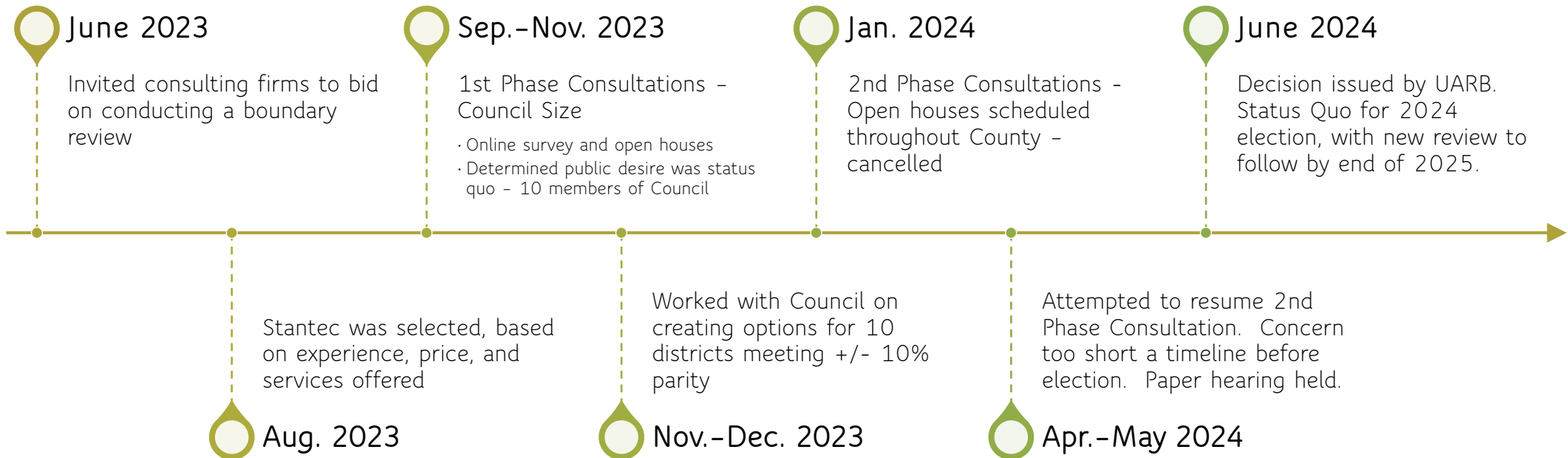
# Guidance from the UARB

June 21, 2024 Decision of the UARB provided the following direction:

*[27] The Board directs the Municipality to conduct a study after the October 2024 municipal election into the appropriate number of councillors and polling districts, and the fairness and reasonableness of the district boundaries, and to file its study and an application no later than December 31, 2025.*

# 2023 – 2024 Boundary Review Overview

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# Approach Used by Stantec in 2023/24

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## Phase 1

### Council Size

- The desired style of Council
- The governance structure of Council, and
- A determination of an effective and efficient number of councilors

*This phase was completed in late 2023.*

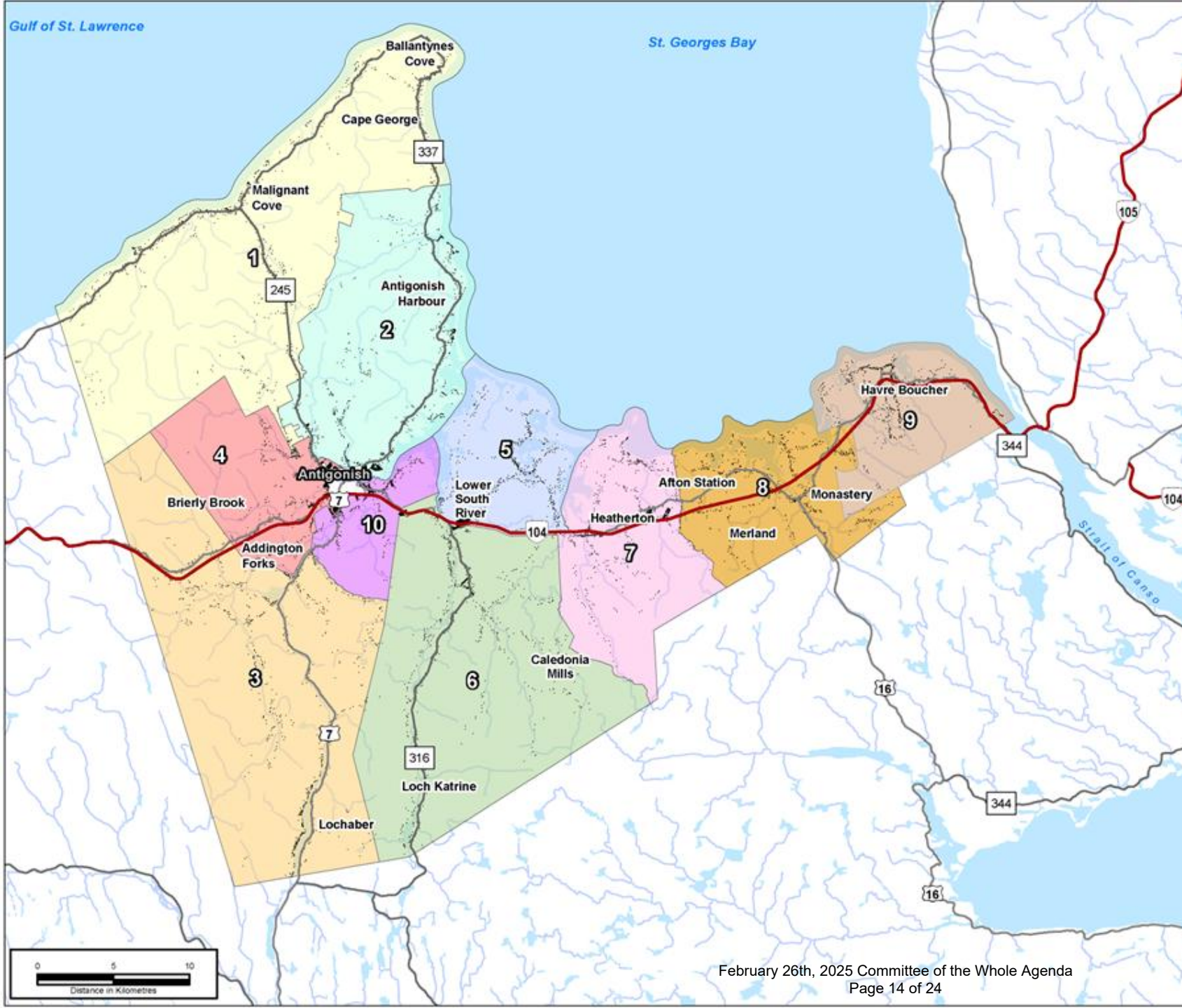
## Phase 2

### Boundary Review

Distributing the polling districts to satisfy the objectives ... of the Act.

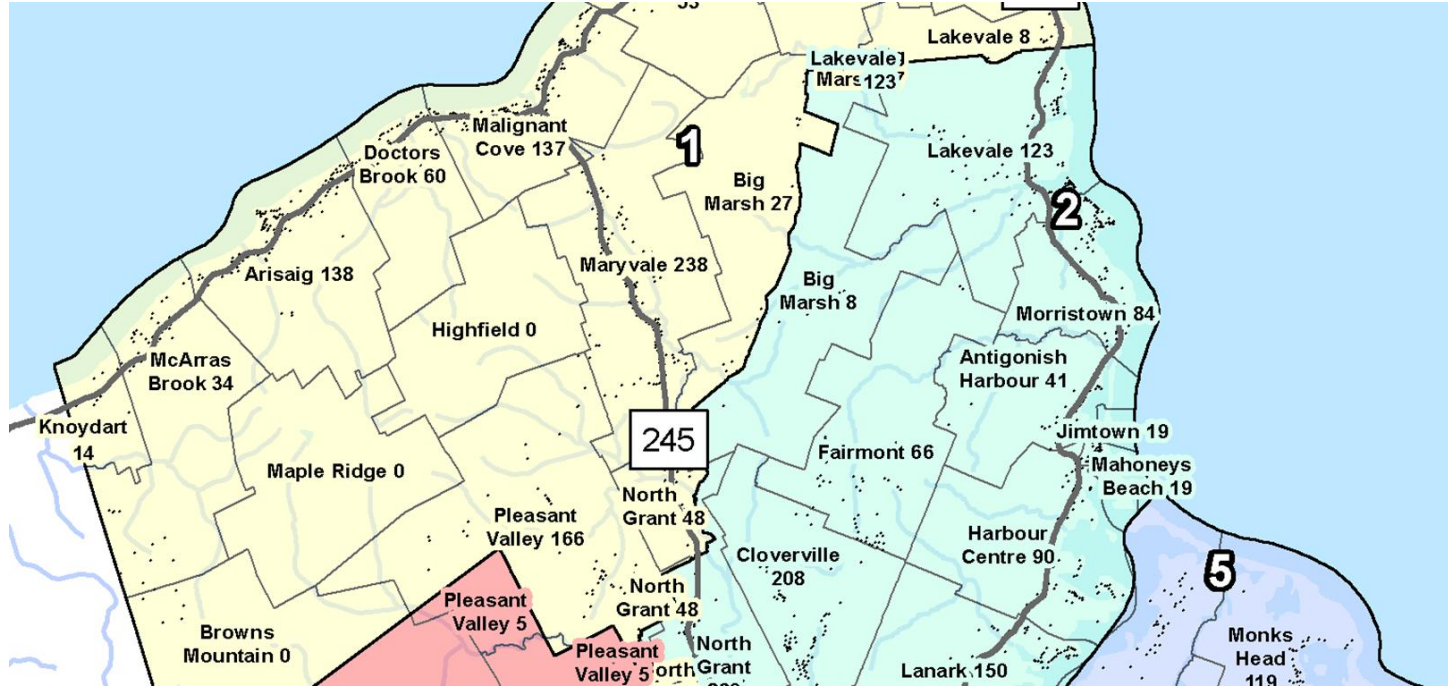
*Public consultation is essential to a successful process of setting boundaries. This process was starting in January 2024*





# Existing Electoral Boundaries

- Boundaries as established in 2014 review (2015 Decision)
- 10 Districts
- 10 Councilors
- Warden Selected from Council by Councilors at first meeting



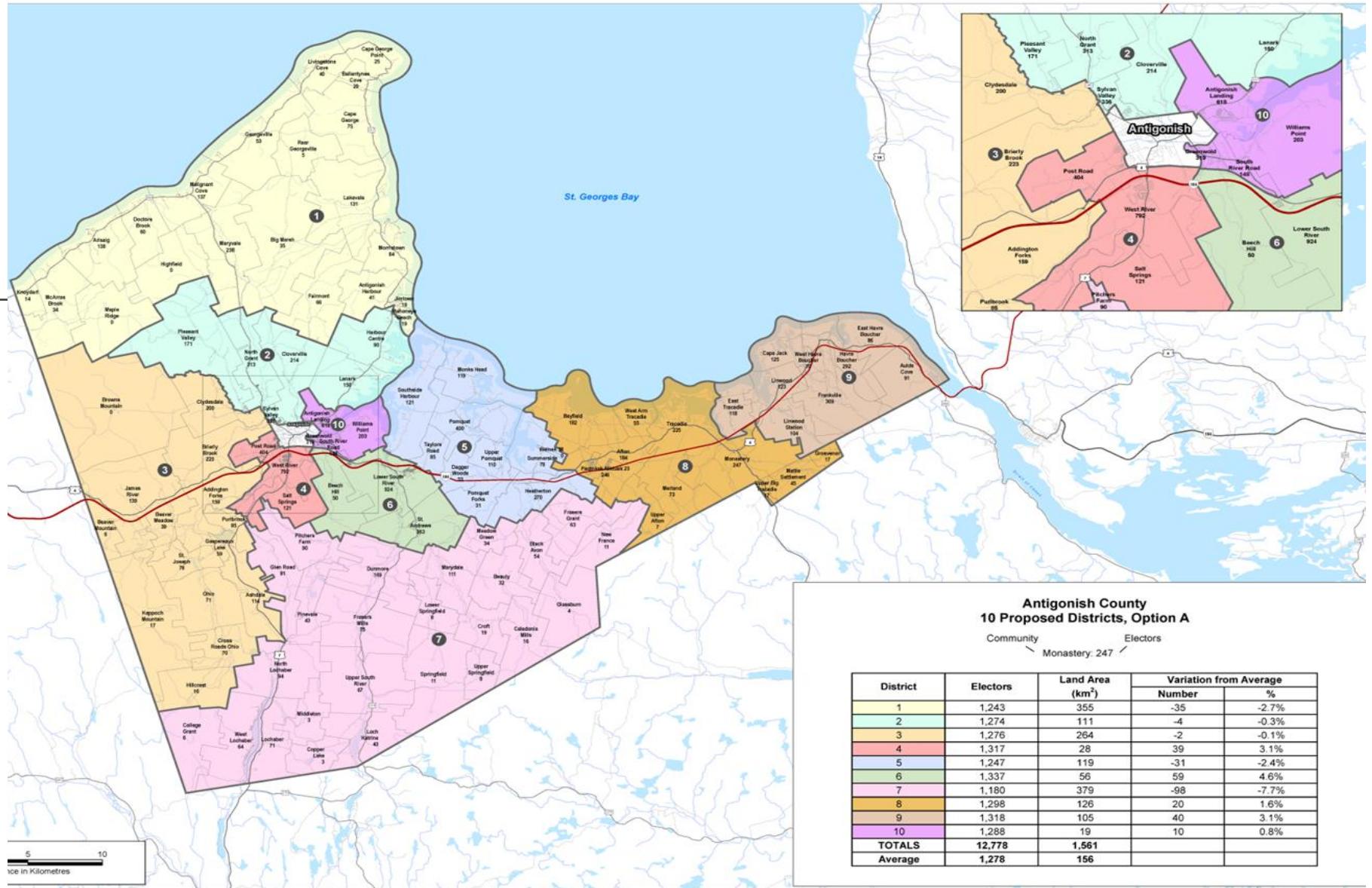
# How Far the 2023/24 Boundary Review Went

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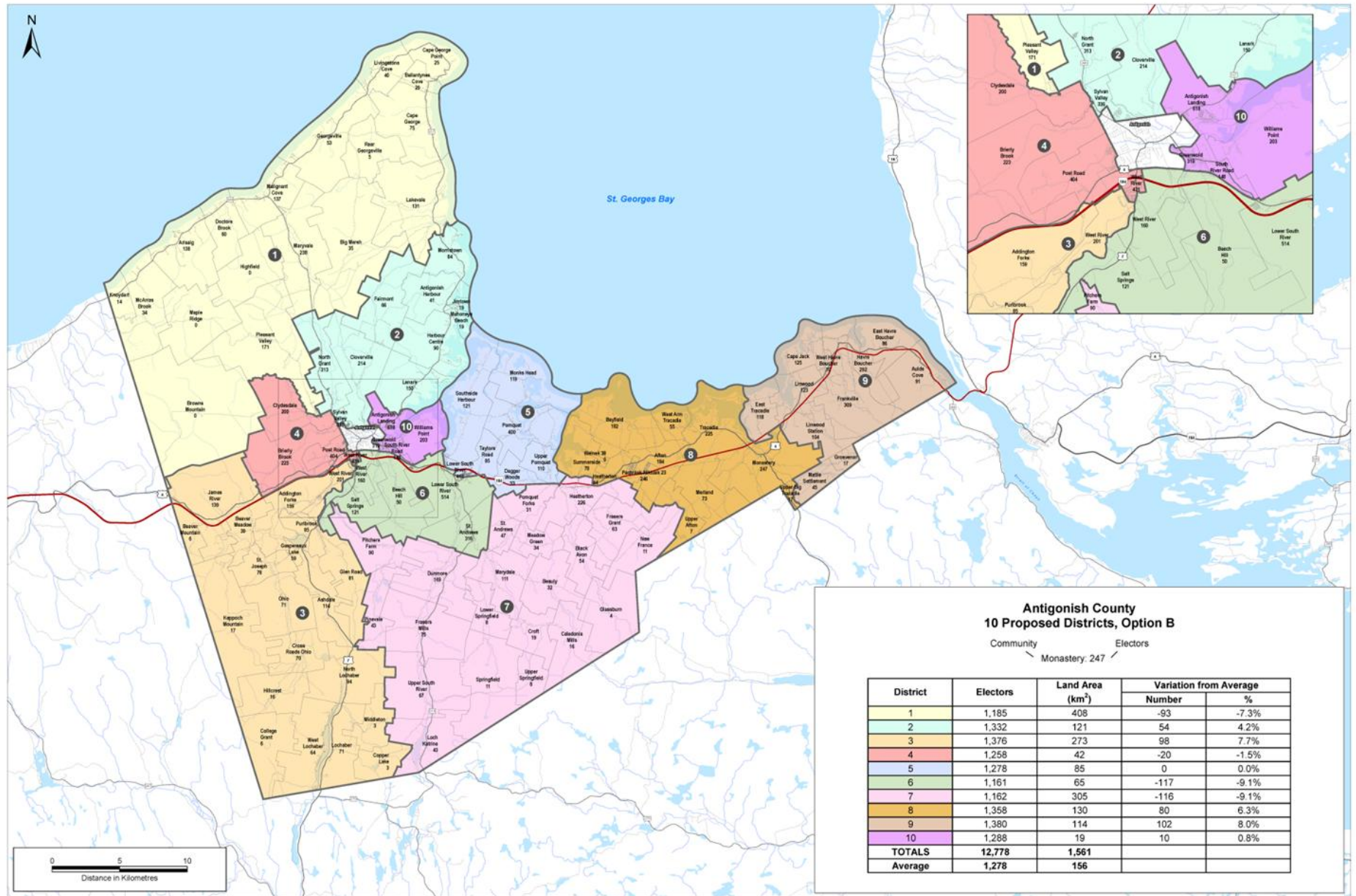
# Proposed Electoral Districts, Antigonish County

## Option A



# Proposed Electoral Districts, Antigonish County

## Option B



# Starting the 2025 Boundary Review

Start again at  
Phase 1

- Warden or Mayor
- Number of Districts /  
Councillors

Phase 2

- Configuration of  
Boundaries to
- Satisfy the +/-10%  
parity
- Maintain  
communities of  
interest



# Options for Approach

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Issue an RFP to have a consultant undertake the full Boundary Review Process

Have staff undertake the Boundary Review internally  
\*consultants will be required for mapping support

MUNICIPALITY OF THE COUNTY OF  
**ANTIGONISH**

**MEMO FOR INFORMATION**

**TO:** COMMITTEE OF THE WHOLE  
**FROM:** MEGAN MACINNIS, STRATEGIC INITIATIVES COORDINATOR  
**SUBJECT:** ***2025 FOOTBALL CANADA CUP & EASTERN REGIONAL CHALLENGE***  
**DATE:** FEBRUARY 26, 2025

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The 2025 Football Canada Cup and Eastern Regional Challenge will take place at St. Francis Xavier University (StFX) in Antigonish, Nova Scotia, bringing together top junior football talent from across the country. These events serve as key development and scouting opportunities for young athletes, with the Football Canada Cup (July 12-20, 2025) serving as a key selection opportunity for Team Canada's U18 National Team and the Eastern Regional Challenge (July 14-19, 2025) showcasing emerging talent.

Both events are expected to bring 480 athletes (320 for the Canada Cup, 160 for the Eastern Challenge) and 150 coaches and team staff to Antigonish, along with their families. In addition, more than 5,500 spectators are anticipated across both tournaments. These events provide a valuable opportunity to promote youth sports and enhance Antigonish's visibility on the national stage.

Sponsorship Opportunities:

- **Package A - \$5000:** Includes a variety of advertising methods including sideline signage, live stream ads, PA announcements, social media ads and full-page ad in the online event program.
- **Package B - \$2,500:** Includes a variety of advertising methods including sideline signage, live stream ads, PA announcements, social media ads and half-page ad in the online event program.
- **Package C - \$1000:** Includes a variety of advertising methods including sideline signage, PA announcements, social media ads and quarter-page ad in the online event program.



We are excited to invite your company to become a key partner in the **2025 Football Canada Cup** and **Eastern Regional Challenge** tournaments, two of the premier events in Canadian amateur football. These tournaments will take place at **St. Francis Xavier University (StFX)** in **Antigonish, Nova Scotia**, and will provide your brand with exclusive visibility and engagement with a wide audience of athletes, coaches, fans, and media from across Canada.

By partnering with us, your company will play a crucial role in supporting the development of Canadian football and youth sports while benefiting from significant exposure at both events.

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## About the Tournaments

### Football Canada Cup

The **Football Canada Cup** is one of the most prestigious tournaments in Canadian football, bringing together the best junior football talent from across the country. This event serves as a key selection opportunity for Team Canada's U18 National Team. The 2025 edition will take place from **July 12-20, 2025**, at **StFX** in Antigonish, Nova Scotia.

### Eastern Regional Challenge

The **Eastern Regional Challenge** is a premier tournament that highlights emerging football talent from Eastern Canada. It provides a platform for athletes to compete and showcase their skills, all while being scouted by coaches and team representatives. This event will run from **July 14-19, 2025**, also at **StFX**.

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## Participation/Spectator Numbers

### Football Canada Cup

8 Provinces  
320 Athletes  
100 Coaches/Team Staff  
15 Officials  
50 Volunteers  
3,000 Spectators  
96,000 Live Streaming

### Eastern Challenge

4 Provinces  
160 Athletes  
50 Coaches/Team Staff  
12 Officials  
25 Volunteers  
2,500 Spectators  
26,500 Live Streaming

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## Event Budget

### Revenue

Grants	\$15,000
Gate Receipts - EC	\$30,000
Gate Receipts - FCC	\$50,000
Merchandise & Fundraising	\$10,000
Banquet (ticket sales)	\$17,500
<u>Marketing &amp; Sponsorships</u>	<u>\$55,000</u>
<b>Total Revenue</b>	<b>\$177,500</b>

### Expenses

Venue - Game & Practice Fields	\$15,000
Meeting Rooms	\$11,000
Medical Services & Supplies	\$7,500
Transportation - Airport	\$40,000
HOC - Travel/Accommodations	\$15,750
Volunteers (clothing/meals/etc)	\$8,500
Officials	\$9,200
Marketing & Sponsorship	\$15,000
Hospitality	\$20,500
<u>Operations</u>	<u>\$30,000</u>
<b>Total Expenses</b>	<b>\$172,450</b>

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## Why Sponsor?

- **National Exposure:** Your company will be seen by thousands of football fans, athletes, coaches, and families from across Canada.
  - **Community Engagement:** Demonstrate your company's commitment to supporting youth sports and the development of young athletes in Canada.
  - **Brand Visibility:** Align your brand with two high-profile national tournaments that attract media attention, spectators, and widespread social media engagement.
  - **Networking Opportunities:** Connect with key industry professionals, coaches, and influencers who are directly involved in the development of Canadian football.
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## Sponsorship Opportunities

### Package A - \$5,000 +

- 2 Sideline Signage
- 4 Live Stream Ads
- PA Announcement - 4 per game



- Premium logo placement on event website
- Full page ad in online event program
- 10 posts on Facebook, Instagram, Twitter & Threads
- Social Highlights

### **Package B - \$2,500 +**

- Sideline Signage
- 2 Live Stream Ads
- PA Announcement - 3 per game
- Secondary Logo placement on event website
- Half page ad in online event program
- 5 posts on Facebook, Instagram, Twitter & Threads
- Social Highlights

### **Package C - \$1,000**

- Sideline Signage
- PA Announcement - 2 per game
- Secondary Logo placement on event website
- Quarter page ad in online event program
- 2 posts on Facebook, Instagram, Twitter & Threads
- Social Highlights

### **Additional Sponsorship Opportunities for Package A, B & C**

- **Game Score & MVP Award** - Logo/Company recognition as presenting sponsor of game scores and mvp. Logo incorporated into social media graphics and shared on all platforms. **Value per game - \$500**
- **Presenting Sponsor of a Game** - Logo displayed on score graphic on live stream. Viewed throughout the game. **Value per game - \$500**
- **Additional Live Stream Ads** - run live stream ad during additional games. **Value per game - \$45**

### **Package D - \$750**

- 1 Sideline Signage
- PA Announcement - 1 per game
- Secondary logo placement on event website
- Business card ad in online event program
- 1 post on Facebook, Instagram, Twitter & Threads
- Social Highlights

### **Package C - \$500**

- 1 Sideline Signage
- Secondary Logo placement on event website
- 1 post on Facebook, Instagram, Twitter & Threads
- Social Highlights

## Next Steps

We would be happy to discuss how we can work together to maximize your sponsorship impact at the **2025 Football Canada Cup** and **Eastern Regional Challenge**.

To confirm your sponsorship or for more information, please contact us at **902-402-1176** or **ronlurette@hotmail.com** We look forward to partnering with you for these exciting tournaments!

Thank you for your consideration, and we hope to have your company as a sponsor for the 2025 season!