

Municipality of the District of Lunenburg
Minutes of a Meeting of Municipal Council
Held in Council Chamber, 10 Allée Champlain Drive, Cookville, NS
Via Audio/Video Conferencing
Tuesday, February 23, 2021 – 9:00 a.m.

Attendance

Deputy Mayor Martin Bell, District 2
Councillor Leitha Haysom, District 1
Councillor Wendy Oickle, District 3
Councillor Pam Hubley, District 4
Councillor Cathy Moore, District 5
Councillor Sandra Statton, District 6
Councillor Michelle Greek, District 7
Councillor Kacy DeLong, District 8
Councillor Reid Whynot, District 9
Councillor Chasidy Veinotte, District 10

Regrets

Mayor Carolyn Bolivar-Getson

Staff

Tom MacEwan, Chief Administrative Officer
Alex Dumaresq, Deputy CAO
Bill Schurman, Director of Recreation Services
Dave Waters, Director of Economic Development, Tourism & Infrastructure
Elana Wentzell, Director of Finance
Darren Shupe, Senior Planner
Byung Jun Kang, Planner
Sherry Conrad, Municipal Clerk
Sarah Kucharski, Communications Officer
Tina Robichaud-Bond, Executive Assistant

1. CALL TO ORDER

Deputy Mayor Martin Bell called the meeting to order at 9:00 a.m. and began by acknowledging that the meeting was held in Mi'kma'ki, the traditional territory of the Mi'kmaq people.

2. ANNOUNCEMENTS/ACKNOWLEDGEMENTS/RECOGNITION

Councillor Hubley reported that the Branch LaHave Hall would be hosting an apple pie and homemade ice cream takeout on March 6, 2021 and invited all to drop by.

3. APPROVAL OF AGENDA

Moved by Councillor Haysom, seconded by Councillor Moore that the Agenda be approved as circulated. Carried unanimously.

4. APPROVAL OF MINUTES – February 9, 2021

Moved by Councillor Oickle, seconded by Councillor Hubley that the Minutes of the February 9, 2021 Council meeting be approved as circulated. Carried unanimously.

5. BUSINESS ARISING FROM MINUTES (Nil)

6. AWARDING OF TENDERS/RFPs

6.1 Agreement for Provision of Animal Control Services and Impound Facilities

2021-033 Moved by Councillor Veinotte, seconded by Councillor Whynot that Municipal Council enter into a service agreement with the Municipality of the District of Chester for the provision of Animal Control Services and Impound Facilities for a period of February 1, 2021 to January 31, 2026 at a cost of \$3,000 per month plus HST, plus an administrative fee of 10%, and authorize the execution of same subject to legal review. Carried unanimously.

8. CONSIDERATION OF CORRESPONDENCE (Nil)

9. RECOMMENDATIONS FROM COMMITTEES & BOARDS

9.1.1 Policy & Strategy Committee

9.1.1 Approval of Proposed Amendments to MODL Policy 001 “Proceedings of Council”

Ms. Conrad indicated that there was a typo in Section 3.1 – the word “time” should have read “times”.

2021-034 Moved by Councillor Whynot, seconded by Councillor DeLong that Municipal Council approve the proposed amendments to MODL Policy 001 “Proceedings of the Council” as presented and amended. Carried unanimously.

9.1.2 Approval of Proposed Amendments to MODL Policy 002 “Committees”

2021-035 Moved by Councillor DeLong, seconded by Councillor Haysom that Municipal Council approve the proposed amendments to Section 3.1 of MODL Policy 002 “Committees” as presented. Carried unanimously.

9.1.3 Approval of Proposed Amendments to MODL Policy 038 “Public Presentations to Council & Audit & Finance Committee”

2021-036 Moved by Councillor Greek, seconded by Councillor Oickle that Municipal Council approve the proposed amendments to MODL Policy 038 “Public Presentations to Council & Audit & Finance Committee” as presented. Carried unanimously.

9.1.4 Committee & Board Reporting to Council

2021-037 Moved by Councillor Hubley, seconded by Councillor Veinotte that Municipal Council approve Option 1 for the Committee & Board Reporting to Council. Carried unanimously.

9.2 Nominating Committee

9.2.1 Appointment to Sustainability Committee

2021-038 Moved by Councillor Moore, seconded by Councillor Whynot that Municipal Council accept the recommendation of the Nominating Committee and appoint Mathias Gebser to serve on the Sustainability Committee for a 2-year term expiring November 2022.

Councillor Moore explained that a new recommendation was put forward as the earlier appointee declined the position.

The Motion on the floor was voted on and carried unanimously.

7. PRESENTATIONS/SCHEDULED TIMES

7.1 Lyme Disease Report

Sharon Archibald, Researcher, Refresh Market Research, was in attendance via TEAMS.

Ms. Archibald gave a presentation on the Ticks and Lyme Disease Study (attached to Minutes). She explained that the Study evaluated the effectiveness of the public awareness campaign conducted in 2018 and 2020. Ms. Archibald's presentation provided details on the following:

- Methodology of Study
- Summary of Campaign Findings (What Worked/What Didn't)
- Key Observations
- Recommendations

It was noted that the survey referred to in the presentation was conducted in the fall of 2020.

Ms. Archibald left the Teams meeting.

10. STAFF REPORTS

10.1 Administration Department

10.1.2 Emergency Assistance Fund for Community Facilities

Mr. Dumaresq reviewed his report, "Emergency Assistance Fund for Community Facilities" (circulated with the Agenda).

Mr. Dumaresq explained that \$150,000 was established in the fund for Round 1 and was awarded to both organizations and fire departments that fit the criteria and that fire departments were evaluated differently as they had access to fire tax monies. In total, \$32,500 was awarded to fire departments.

2021-039 Moved by Councillor Statton, seconded by Councillor Hubley that Municipal Council award the Emergency Assistance Fund for Community Facilities to the organizations listed in the staff report dated February 23, 2021 for a total amount of \$78,665 with \$29,253 to be paid from the Emergency Fund established for community facilities and the remainder to be paid from the Council Contingency Fund.

Mr. Dumaresq provided an explanation as to how the grants were awarded from this fund.

The Motion on the floor was voted on and carried unanimously.

Councillor Statton reported that the Maitland District Recreation Community Centre applied for the Emergency Assistance Fund in Round 1 but had submitted their application after the deadline. She advised that the Centre was not aware of the Fund until after the deadline had passed. She asked Council to reconsider and approve the Centre's Round 1 application and award the funds.

2021-040 Moved by Councillor Statton, seconded by Councillor Veinotte that Municipal Council award \$2,500 from the Council Contingency Fund to the Maitland District Recreation Community Centre based on the application received for Phase 1 of the Emergency Assistance Fund for Community Facilities. Carried unanimously.

10.1.3 Lyme Disease Project Update

Sarah Kucharski, Communications Officer, was in attendance via TEAMS.

Ms. Kucharski reviewed her report, "Lyme Disease Project Update" (circulated with the Agenda) which provided an update on the work completed to date on the following topics, resulting from motions made by Council in 2017:

- Establish a partnership with the Public Health Agency of Canada;
- Seek a partnership with Nova Scotia Public Health; and
- Advocate to provincial and federal officials.

She noted that awareness campaigns take time and money to make substantive differences.

In response to a question, Mr. Dumaresq advised that the Department of Natural Resources was asked to work with the Municipality on this project, but the Department was not interested in doing so at that time.

10.2 Planning Department

10.2.2 Second Reading – Amendments to 2021-009 By-law 040 Private Roads By-Law

Councillors Statton, Whynot, and Oickle declared a Conflict of Interest and removed themselves from the table.

Byung Jun Kang, Planner, was in attendance via TEAMS.

Mr. Kang reviewed his report, “Private Roads By-law (2021) Public Engagement Report” (circulated with the Agenda) reporting that no written or verbal submissions were received in response to the notice of intention.

2021-041 Moved by Councillor Veinotte, seconded by Councillor Hubley that Municipal Council conduct Second Reading to approve and adopt By-law 040A, the Amendments to the Private Roads By-law (2021) as presented. Carried unanimously.

Councillors Statton, Whynot, and Oickle returned to table

11. MAYOR’S/DEPUTY MAYOR’S/COUNCILLORS’ MATTERS

11.1 Deputy Mayor’s Update

Deputy Mayor Bell reported that he attended agenda briefings and a meeting with the Mayor.

11.2 Mayor’s Update

Mayor Bolivar-Getson was not in attendance to provide an update.

12. ADDED ITEMS (Nil)

13. IN CAMERA

At 10:28 a.m., it was moved by Councillor Moore, seconded by Councillor Veinotte that Municipal Council go In Camera to discuss Item 13.1 Contract Negotiations re “Internet Project - Approval of Bell Canada Agreement” under Section 22(2)(e) of the MGA. Carried.

Municipal Council In Camera in session.

At 10:32 a.m., it was moved by Councillor Whynot, seconded by Councillor Hubley that Municipal Council come out of In Camera and return to open session. Carried.

Municipal Council in session.

13.1 Internet Project – Approval of Bell Canada Agreement

2021-042 Moved by Councillor Haysom, seconded by Councillor Greek that Municipal Council enter into the Agreement with Bell Canada for the Develop NS Phase Two Internet projects and authorize the execution of same. Carried unanimously.

14. ADJOURNMENT

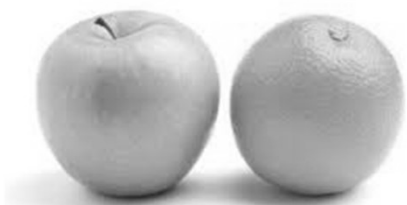
There being no further business at 10:34 a.m., it was moved by Councillor Moore, seconded by Councillor Statton that the meeting adjourn. Carried.

TICKS AND LYME DISEASE STUDY

KEY FINDINGS

Municipality of the District of Lunenburg

February 23, 2021



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PURPOSE

- Measure/evaluate effectiveness of a public awareness campaign conducted in 2018 and again in 2020.
 - Did the campaign increase the public's awareness and knowledge of ticks and Lyme disease?
 - As a result, was there a greater propensity for the public to engage in preventive behaviours?

METHODOLOGY

- Telephone survey
- Residents of Lunenburg County
- 18 years of age or older
- N=400 completions
- Margin of error \pm 4.88 percent (95% confidence level)
- Sample drawn from population database; cell numbers included
- Administered in English only
- Same instrument used in 2018, with minor modification
- Survey length – between 5 and 7 minutes
- Data collected during a global pandemic (COVID-19)

SUMMARY

WHAT WORKED

- Campaign successfully increased:
 - *Awareness* ('very aware') of ticks and Lyme disease (up 9%).
 - Frequency of *sometimes* conducting tick checks (up 16%), and decrease in those *never* using protective measures (down 7%).
 - Awareness that ticks are most often found in grassy areas (up 6%), wooded areas (up 2%), and marshy areas (up 3%).
 - Awareness that ticks are more active year-round (up 2%), or in the fall (up 5%).
 - Awareness of message 'be careful/vigilant/aware' (up 10%).
 - Perceived severity of Lyme disease – 'very serious' (up 8%).
 - Incidence of tucking pants into socks as a preventive measure (up 6%).

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SUMMARY (Cont'd)

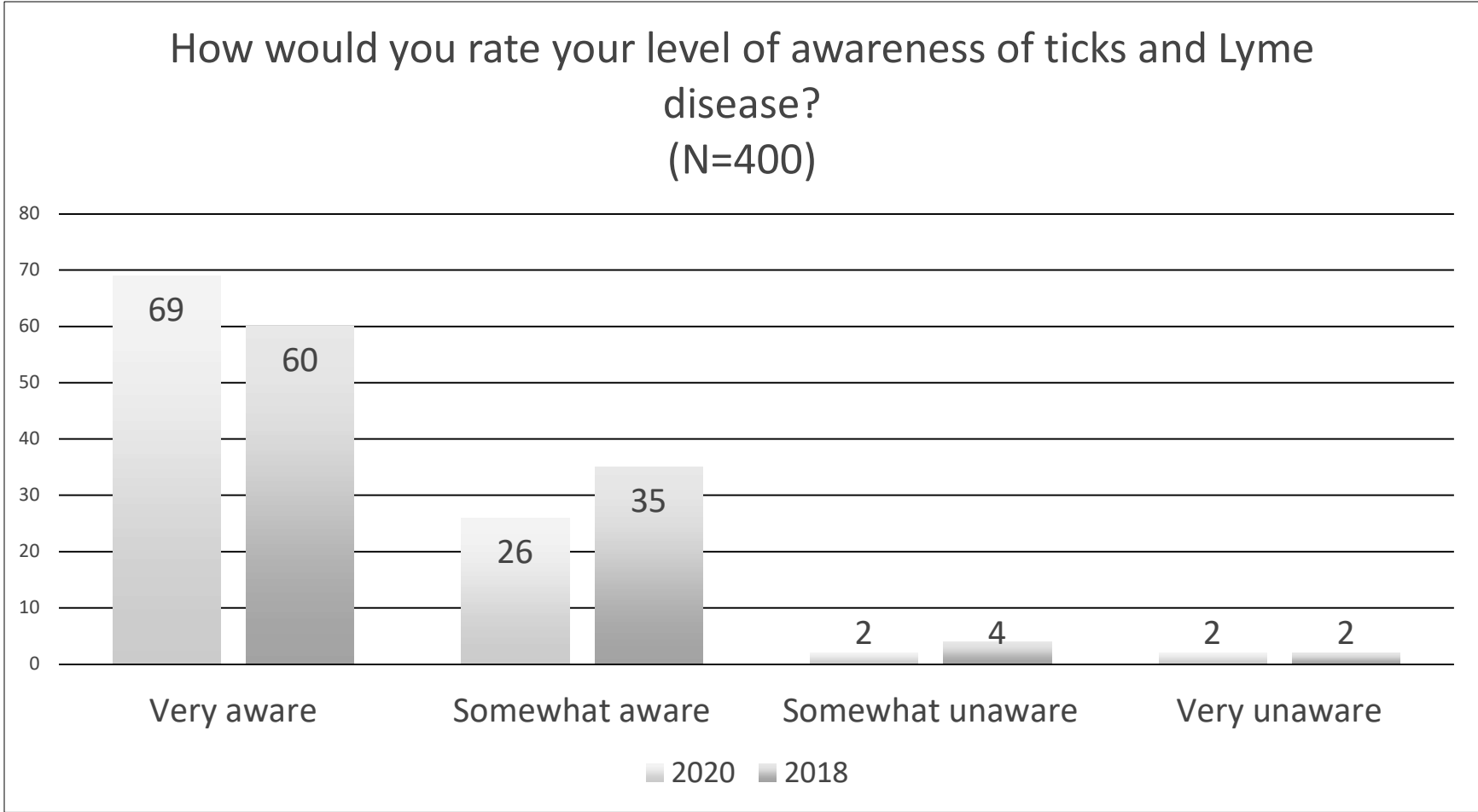
WHAT DIDN'T WORK

- *Decrease/no change* in number of residents hearing, seeing, or reading:
 - General information on ticks and Lyme disease (down 5%).
 - 'Ticks are everywhere ...' – (down 2%).
 - 'A daily tick check is a simple and effective method of prevention' (no change).
- Volume of COVID-19 information reduced campaign's full impact:
 - Competing 'noise' decreased message recall; created information overload and fatigue.
- Younger adults lower awareness than their older counterparts.
 - As age increases, so does awareness.
- Males less aware/predisposed to engage/seek out information on ticks and Lyme disease.
 - Women more aware/predisposed to engage with, and seek out information.

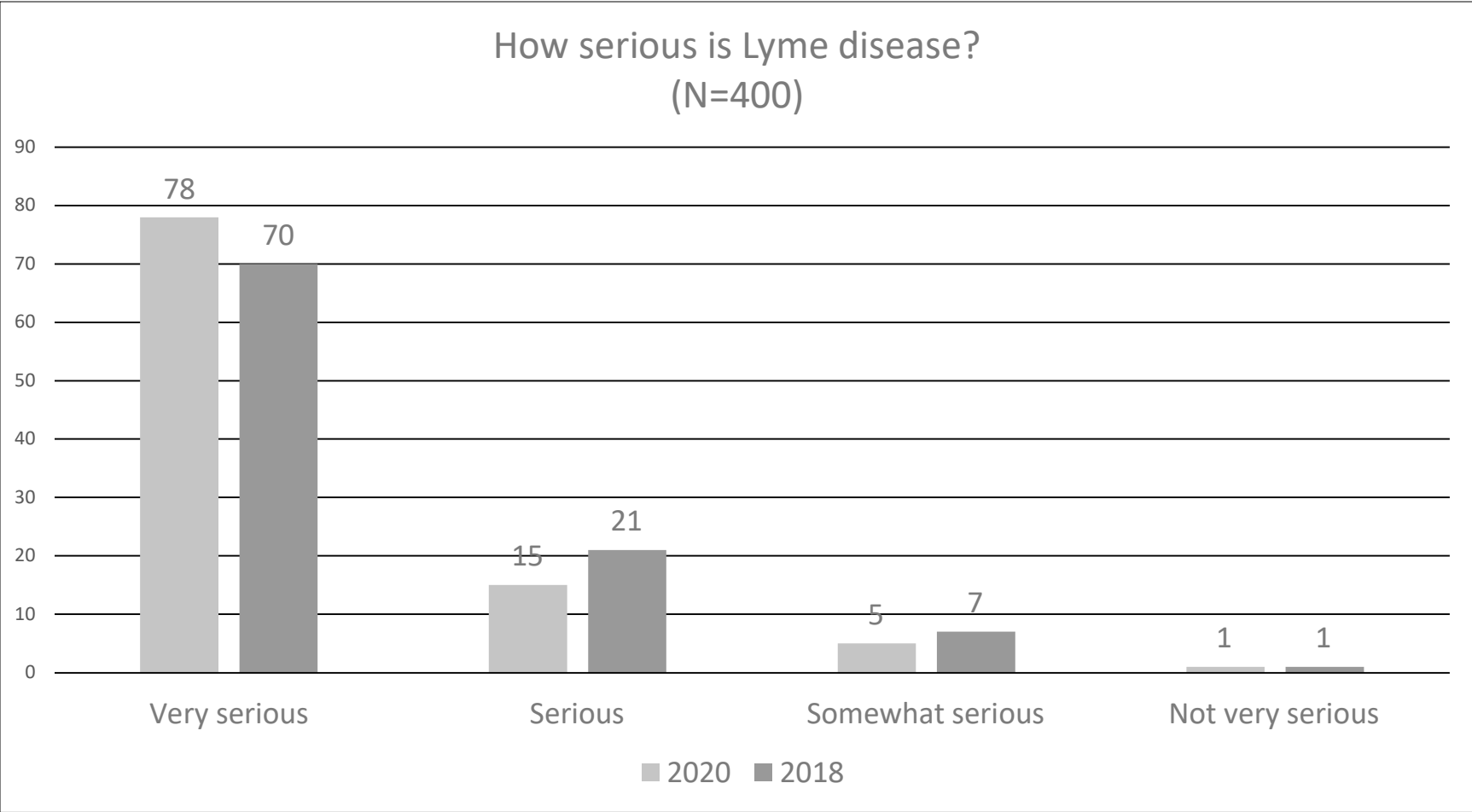
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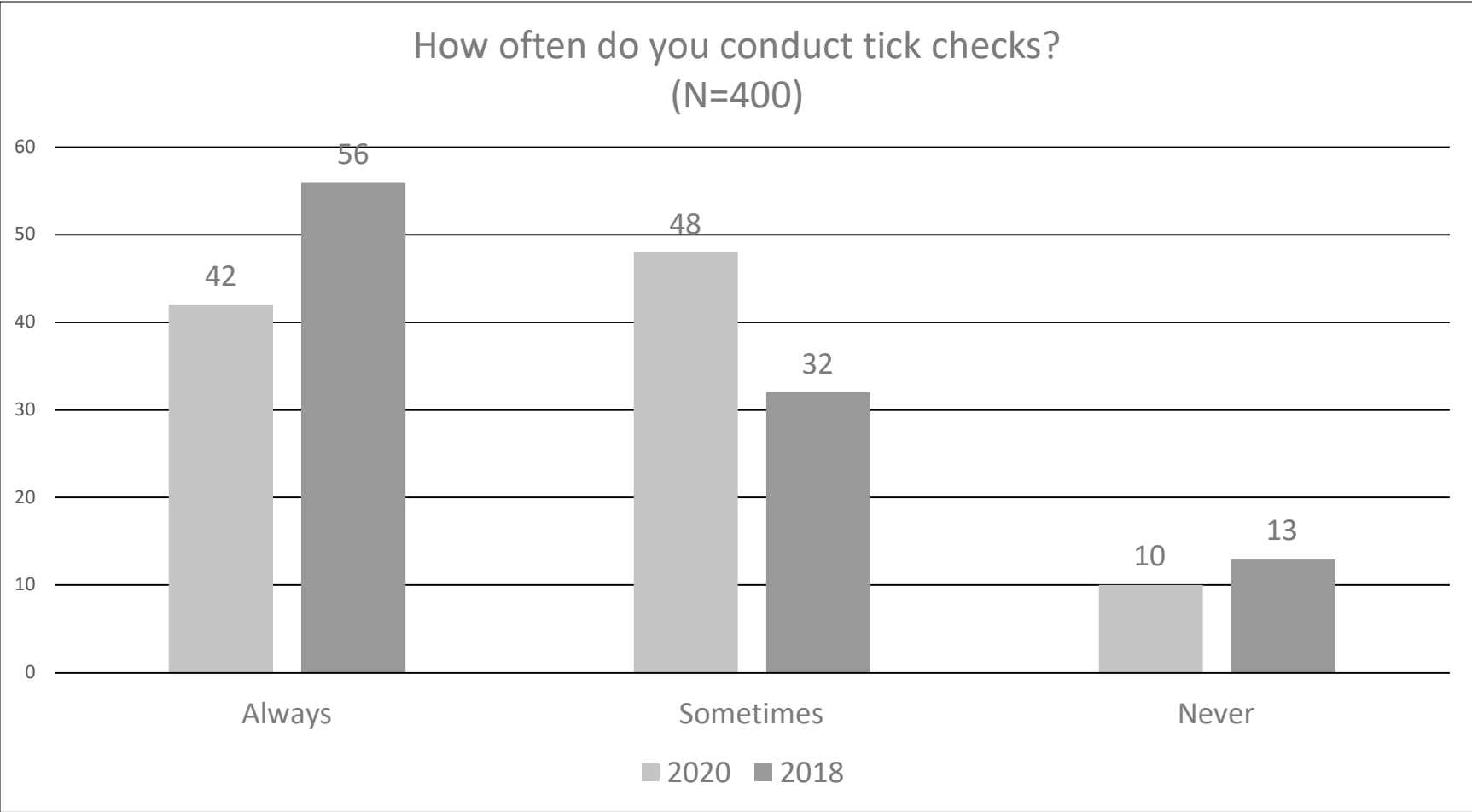
KEY OBSERVATIONS (Cont'd)



KEY OBSERVATIONS (Cont'd)



KEY OBSERVATIONS (Cont'd)



RECOMMENDATIONS

- For younger adults, males, create communications to match *content* to needs/interest:
 - Framed in a meaningful *context*;
 - Using *design and production elements* to capture attention;
 - Providing information in *the amount, type* preferred; and,
 - Through preferred *channels* of delivery.
- Use social media, mobile technology (SMS, Twitter, Instagram, Facebook, etc.) to deliver short messages.

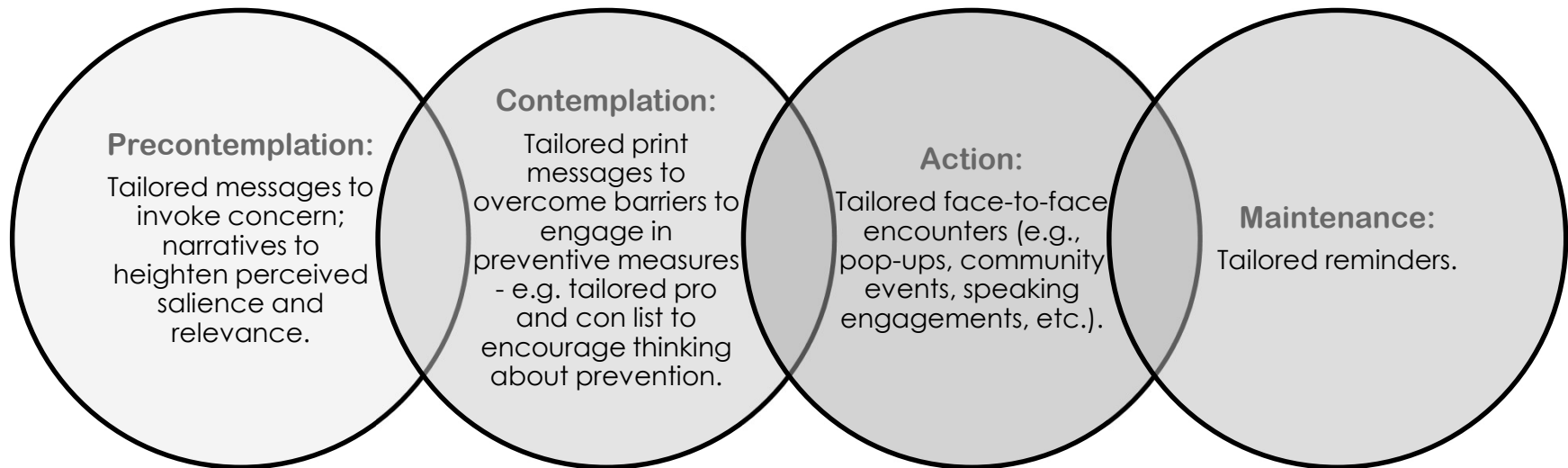
RECOMMENDATIONS (Cont'd)

- Posters in places young adults congregate (bars, coffee shops, etc.)
- Engage social media influencers.
- Incorporate messaging in school curriculum.
- Deliver messages according to behavioural phases:
 - Becoming *aware* of the problem (pre-contemplation);
 - *Engaging* or thinking about the problem (contemplation);
 - Deciding to *take action* (action); and,
 - *Maintaining* any change/action taken (maintenance).

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RECOMMENDATIONS (Cont'd)



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