

TOWN OF LUNENBURG
COMMITTEE OF THE WHOLE MEETING AGENDA
Tuesday, May 6, 2025 | 6 pm
Lunenburg Town Hall – Council Chamber
120 Townsend Street



NOTICE: COTW meetings are open to the public and held in Town Hall. **Please use the back entrance at 120 Townsend Street.**

The public can also watch meetings through Zoom. To livestream this meeting starting at 6 pm, use this Zoom link: <https://us06web.zoom.us/j/88956545878>

Meeting recordings are also available on the Town's [YouTube](#) channel.

1. CALL TO ORDER

2. LAND ACKNOWLEDGEMENT

This meeting takes place in the traditional and ancestral territory of the Mi'kmaq people. We are all Treaty people.

3. ADDITIONS/ DELETIONS TO AGENDA

4. APPROVAL OF AGENDA

4.1 May 6, 2025 Committee of the Whole Meeting Agenda

Recommendation: That Committee of the Whole approve the agenda for the May 6, 2025 meeting as presented.

5. APPROVAL OF MINUTES

4.1 April 1, 2025 Committee of the Whole Meeting Minutes

Recommendation: That Committee of the Whole approve the minutes from the April 1, 2025 meeting as presented.

6. PRESENTATIONS

6.1 Lunenburg County Senior Safety Update – *David Murdoch & Lisa Bennett*

7. CORRESPONDENCE

7.1 Beautification and Streetscaping Program (BSP) and the Community Works Program (CWP) – *Municipal Affairs*

8. BUSINESS ARISING AND UNFINISHED BUSINESS

8.1 Marketing Levy By-law – *Next Steps*

Recommendation: That Committee of the Whole direct staff to continue developing a Marketing Levy By-law, including conducting targeted engagement with local accommodation operators, and bring forward a draft by-law for Council's consideration at a future meeting.

8.2 Public Statements Policy Amendments

Recommendation: That Committee of the Whole recommend that Council approve the amendments to the Public Statements Policy as presented, and that this serve as notice of Council's intent to amend the policy.

9. NEW BUSINESS

10. NOTICES OF MOTION, INFORMATION REQUESTS AND COUNCILLOR REPORTS

11. CLOSED SESSION

10.1 Contract Negotiations

Recommendation: That Committee of the Whole move into closed session at _____ to discuss agenda item 10.1 per the Municipal Government Act.

12. ADJOURNMENT

TOWN OF LUNENBURG
COMMITTEE OF THE WHOLE MEETING MINUTES

April 1, 2025 | 6 pm

Lunenburg Town Hall – Council Chamber and virtually through Zoom



- Present** Mayor Jamie Myra, Deputy Mayor Rachel Bailey, Councillors Renea Babineau, Debbie Dauphinee, Gale Fullerton, Alex Greek and Alison Strachan
- Also present** Marvin Macdonald, Interim CAO
Tyson Joyce, Director of Public Works
Marc Kiely, Director of Community Development
Kayla Byrne, Legislative & Policy Manager
Trevor Hume, Planner
Shania Macleod, Bylaw Enforcement Officer
- Call to Order** The meeting was called to order at 6:00 p.m.
- Land acknowledgment** It was acknowledged that Lunenburg is located in the unceded territory of the Mi'kmaq people.
- Additions to the agenda** Moved and seconded that Committee of the Whole add the following item to today's agenda:
8.4 Update: Sale of Land on Upper Hall Street
Motion carried unanimously
- Approval of the agenda** Moved and seconded that Committee of the Whole approve the agenda for the April 1, 2025 meeting as amended.
Motion carried unanimously
- Approval of the minutes** Moved and seconded that Committee of the Whole approve the minutes from the March 4, 2025 meeting as presented.
Motion carried unanimously
- Presentation: Pride and Allyship** Council received a presentation from a representative of Lunenburg County Pride on the topic of Pride and allyship. The presentation, part of a series being delivered to all municipal units in the region, provided foundational knowledge about the 2SLGBTQIA+ community and the importance of allyship, especially from elected officials.

Practical actions for allyship were outlined, including advocating for anti-discrimination, creating inclusive spaces, and amplifying marginalized voices.

Short Term
Housing

Staff provided an information report on short-term rentals (STRs), following a Council request made in April 2024.

Council expressed concern over the impact of STRs on the local housing market, community vitality, and housing affordability. Councillors cited the conversion of long-term rental units into short-term accommodations and the increasing prevalence of absentee ownership as key challenges. Several members referenced policies recently adopted by other municipalities, such as Mahone Bay and Halifax, and encouraged the Town to consider similar measures. Suggestions also included advocating through NSFM for provincial tax reform to permit STR properties to be taxed as commercial enterprises.

With respect to the information report, the Committee made the following motion:

Moved and seconded that Committee of the Whole direct staff to bring back a report on what amendments might look like to the Municipal Planning Strategy (MPS) and Land Use By-law (LUB), including options to:

- Restrict short-term rentals to primary residences;
- Restrict short-term rentals to commercial-use zones;
- Evaluate the merits of a short-term rental business licensing by-law.

Motion carried unanimously

Noise Bylaw
Amendments

Staff presented proposed amendments to the Town's Noise Bylaw for Council's feedback.

The Committee discussed the draft bylaw and provided the following direction:

- Remove wording that suggests residents should close their windows to reduce the impact of noise, noting that residents should be able to enjoy their homes—including with windows open—without being subjected to disruptive noise.
- Expand communication measures related to noise exemption notices, in addition to the Town's website and social media.

Council suggested exploring broader methods such as mailed notices or future opt-in email updates.

- Clarify provisions related to industrial and waterfront operations, to ensure the bylaw reflects the realities of a working waterfront and other non-residential uses that may generate necessary noise.

Moved and seconded that Committee of the Whole refer the Noise By-law amendments to a future Regular Council meeting for first reading with noted revisions and clarifications as discussed.

Motion carried unanimously

Motion Action List Staff presented the updated Motion Action List. Council discussed the list in detail, offering input on which items to elevate, defer, or remove.

The Committee supported prioritizing several planning-related initiatives and identified some lower-priority items, such as the Streets Bylaw Review and Pest Control, for removal. There was consensus to retain the Municipal Archive project and pursue actionable items like speed limit reductions in the short term. The Committee expressed support for grouping most proposed amendments to the Land Use Bylaw and Municipal Planning Strategy into a future comprehensive review, with the exception of the Salt Meadows subdivision, which was identified as a priority item to be addressed independently.

Moved and seconded that the Committee of the Whole recommend that Council confirm the revised Motion Action List at a future Regular Meeting.

Motion carried unanimously

Upper Hall Street Land Sale The CAO provided an update regarding the property at the end of Upper Hall Street, which has been identified as the future site for Harbour View Haven's new facility. The CAO received a formal agreement of purchase and sale last week, reflecting the terms agreed upon in 2023. The closing date is set for May 15, 2025, and the CAO confirmed his intention to sign the agreement by the April 2, 2025 deadline.

Councillor Reports Councillor Dauphinee shared that Bluenose Academy is hosting the Under-14 Girls Basketball Provincials this weekend.

Councillors also noted that the Jennifer Collins Classic had another successful year.

Adjournment

There being no further business, the April 1, 2025 Committee of the Whole meeting adjourned at 8:24 p.m.

The minutes were read and approved.

Lunenburg County
SENIORS'
Safety Program



What We Are Up To...

David Murdoch - Lunenburg County Senior Safety Partnership Society Board Chair

Lisa Bennett - Lunenburg County Senior Safety Coordinator



It's through the support of our **community partners** that we strive to support seniors, in our communities, to stay **safer** in their homes longer.





Together we are...

- Continuing with what works well – Home Visits, connecting older adults and their families to relevant resources.
- Adapting to the changing needs within the community



Vial of Life



Elder Abuse Awareness

Scam/Fraud Prevention

Seniors' Safety Academy



LCSSP providing free services within Lunenburg County through:

Presentations

Programming

Home Visits

System Navigation

Advocacy and Identifying Gaps

Partnerships

Information and Resources



Helping Tree - Resource

4 pages
local
Lunenburg
County
Resources

LUNENBURG COUNTY SENIORS' SAFETY PROGRAM HELPING TREE

HELP IS JUST A CALL AWAY	SOCIAL ISOLATION & LONELINESS		SUPPORTS & SERVICES		FELLOWSHIP & MORE	
 <p>211 When you don't know where to turn.™</p> <p>Community Support and Services (Call, text or visit online)</p> <p>411 - Directory Assistance 511 - NS Road Conditions 711 - Hearing & Speech Impairment Message Relay 811 - Non-urgent healthcare concerns, doctor registration & smoking cessation 911 - Emergency</p> <p>Check with 211, your library, community centre, band or tribal council, hospital, doctor's office, community legal clinic, or social service agencies. Some communities offer a helpline that can direct you to the most appropriate service for your need.</p>	<p><i>Please reach out if you are feeling lonely or if you need a friend!</i></p>		<p>Caregivers NS</p>	1-877-488-7390	Flourish Centre	902-543-2226
	<p>New Germany Helping Hands</p>	902-644-1399	<p>VON</p>	902-624-1897	St. Paul's Lutheran Church, Bridgewater Community Café - Wednesdays at 5:30pm	902-212-2917
	<p>Northwood: Get Connected</p>	902-454-3351	Meals on Wheels, Bridgewater town	902-543-1525 ext 221	Calvary Crossroads, Mahone Bay Seniors Café - Wednesdays 9:30-11:30 am	902-624-8253
	<p>Red Cross Friendly Calls</p>	1-833-729-0144	Meals on Wheels, Lunenburg & area	902-634-8513	Soul's Harbour, Bridgewater Free Lunch weekdays 12:30 - 2:30pm (except Wednesdays)	902-530-5050
	<p>Caring Call</p>	902-543-9222	<p>Red Cross</p>	902-543-8565	St. Joseph Church, Bridgewater Free meal for those in need Saturdays 10am - noon (pick up or delivery available)	902-543-2184
	<p>Souls Harbour</p>	902-530-5030	<p>Lunenburg County Home Support</p>	902-543-1650	St. John's Church, New Germany Free Café - Thursdays 9:00-11:00 am	902-644-2854
	<p>Flourish Centre</p>	902-543-2226	<p>Continuing Care Nova Scotia</p>	1-800-225-7225	<p><i>Flourish Centre promotes healthy aging & recreation for those 55+! Members & volunteers welcome! 902-527-7697 #678 Lahave Street, Bridgewater</i></p>	
	<p>Warm Line</p>	1-833-927-6546	<p>Arthritis Society</p>	1-800-321-1433		
	Lunenburg County Senior's Safety	902-543-3567	<p>Alzheimer Society of Nova Scotia</p>	1-800-611-6345		
Contact 211, or visit the Canadian Network for the Prevention of Elder Abuse online at https://cnpea.ca/en for free information and referral service	<p>Red Bear Connects Offers free voicemail, info, resources, referrals and peer support 902-448-4744 or 211</p>		<p>Parkinson Society Nova Scotia</p>	902-404-0792		
			<p>MS Society - Atlantic</p>	1-844-859-6789		
			<p>Second Story Women's Centre</p>	902-640-3044		



Ongoing Presentations and Discussions

RCMP **ROMANCE SCAM** February 2020

Falling in love or falling victim?
Beware of online romance scams!

RECOGNIZE IT! Don't ignore these red flags in a new online relationship:

- The person moves the relationship quickly from initial contact to "love".
- They claim to live nearby but work out of the country.
- They claim to have a good job but ask for financial help.

REJECT IT! Follow these guidelines to stay safe while online dating:

- Never send money – requesting money is a telltale sign of a scam.
- Never agree to accept and transfer money or goods – this is helping someone to commit fraud and it is illegal.
- Never send intimate photos – these open you to blackmail attempts.
- Never share personal or financial information – it can provide access to your personal computer and accounts.

REPORT IT! If you do become a victim of a scam:

- Stop all contact with them
- Contact your financial institution
- Report the situation to the police
- File a complaint with the Canadian Anti-Fraud Centre

972 Complaints filed in 2019

\$19M+ Reported losses in 2019

\$28,000 Average loss per victim



SENIORS' SAFETY

with Cst. Sonia Upshaw, RCMP

Legion

TOPICS OF DISCUSSION

- PERSON SAFETY
- FRAUD / VIAL OF

WHEN: April 12, 2023

SCAMS TARGETING SENIORS
Presented by the Better Business Bureau

FRIDAY, MARCH 10th

Session #1
11:00 am - 12:30 pm

Session #2
2:00 pm - 3:30 pm

BBB



Where
The Flourish Centre
678 Lahave St,
Bridgewater, NS

Register at The Flourish Centre or call
902-543-2226



You will learn about:

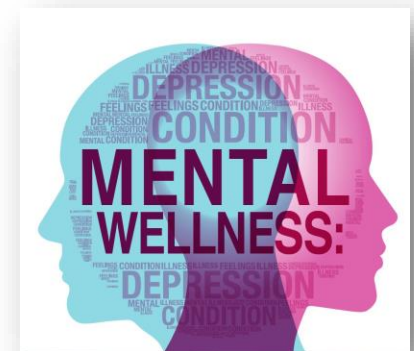
- The most common scams targeting seniors
- How to identify scams
- How to protect yourself and others from falling victim

HOME MANAGEMENT BOOK!
HOW THIS HOME WORKS!

Many new pop-up locations promoting safety topics & discussions! Leaving space for seniors to voice their concerns while working closely with community partners.

Seniors' Mental Wellness Toolkit

- ✓ We received a Nova Scotia Health & Wellness Grant to research & develop a Seniors Mental Wellness brochure and presentation/information package
- ✓ Developing ideas from evidence based best practices available in a toolkit.
- ✓ This will include - Maintaining Mental Wellness, coping strategies with local resources/supports specifically for older adults.





Home Management Navigator Book

This tool includes information that is relevant and unique to each individual household! It is created by the homeowner so they decide what is important to have in the book.

Some common categories might be:

- ✓ Emergency Contact List
- ✓ Locations of shut off valves, fire extinguishers, etc.
- ✓ In-home care schedule
- ✓ Frequently called phone numbers
- ✓ Cleaning/chore schedule
- ✓ Grocery list
- ✓ Bill payment schedule
- ✓ Important dates to remember
- ✓ Maintenance schedules (home, vehicle, yard)
- ✓ Important information such as wills, insurance, POA
- ✓ Emergency preparedness kit check list



HOME MANAGEMENT BOOK!
HOW THIS HOME WORKS!

WEAAD

June 15

“Remain patient and give all your respect to our beloved seniors; they have earned their dignity through their lifetimes.”

Unknown author



Lunenburg Activities



Responding to referrals

Collaboration through MLA's Office, Local Businesses, Fisherman's Memorial Hospital and other Community Partners.

Presentations at the Farmer's Market and Fisherman's Memorial Hospital.

Types of Referral:



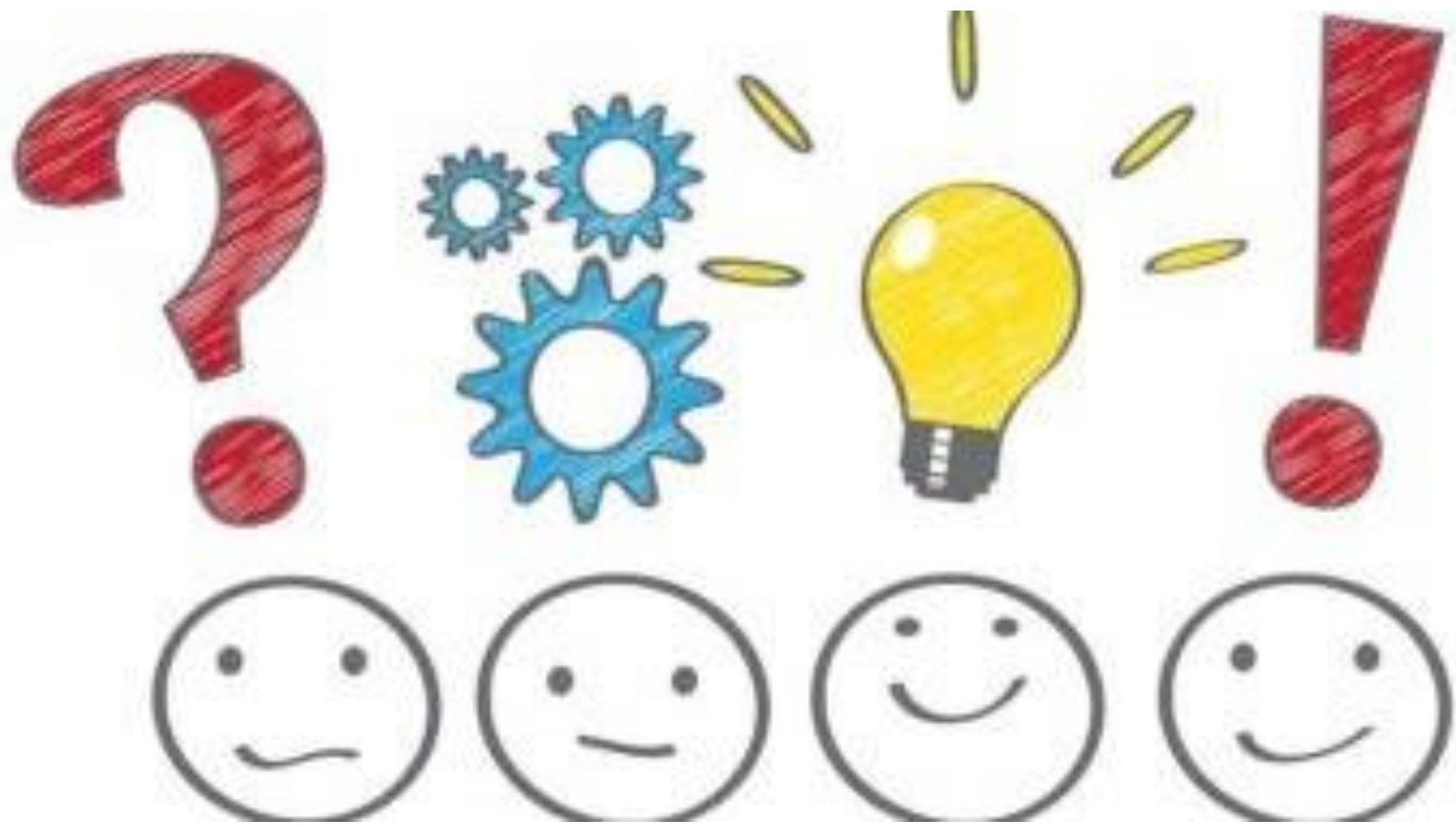
- Scams/Frauds
- Elder Abuse
- Unsafe Housing/Unhoused
- Hoarding
- POA Concerns
- Tenancy
- Resources/Benefits/Gaps(ask me 😊)
- Food Security/prescriptions
- Funding/Grants
- Transportation



Making a referral:

- Phone: **902-543-3567**
- Email: lisa.bennett@bridgewaterpolice.ca

Lunenburg County Seniors' Safety Program – Intake Form		
NEW REFERRAL DATE:	REPEAT CLIENT(S):	DATE FILE IS CLOSED:
Risk Assessment Recommendations for Staff:		
Consent to Service & the Sharing of Information Obtained:	Date: (MM/DD/YYYY)	Review Date: (MM/DD/YYYY)
Client Consent Stipulations: <small>Please be advised the Lunenburg County Seniors' Safety Program and Staff have a legal obligation to report any information disclosed to them which involves the following, but not limited to: criminal activity, life threatening risks such as self harm, abuse, Occupational Health and Safety matters, etc. to the proper authorities.</small>		
PERSONAL INFORMATION		
Name:	DOB: (MM/DD/YYYY)	POA/EPOA: SDM:
Name:	DOB: (MM/DD/YYYY)	POA/EPOA: SDM:
Address:	Phone:	
	Alternate Phone:	
Family Doctor:	Phone:	
Other Practitioner(s):	Phone:	
Continuing Care Coordinator:	Phone:	
1 st Personal Contact:	Relationship:	
Address:	Phone:	
RECENT OR SIGNIFICANT MEDICAL DIAGNOSIS OR CONDITIONS		
Are you aware of any medical diagnoses or conditions that may be impacting the client? (Example: Dementia)		
REFERRAL INFORMATION		
Source:	Relationship to Client:	Phone:
Concern(s):		
LCSPP REFERRALS - Include additional specifics such as organization/program names and date(s)		
Accept Decline Unsure	Accept Decline Unsure	Accept Decline Unsure
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Adult Protection	Housing Repair/Efficiency NS	CRA Program/Service
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Continuing Care/Home Support	Community Transportation	Ombudsman
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
SCHT	Meals on Wheels/Frozen Favorites	Canadian Credit Counseling/Other
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MH & Addictions/Wellness	Income Assistance	Canadian Anti-Fraud Centre/Other
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Healthcare Practitioner/Program	Legal Experts/Programs	Financial Assistance
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Support Organization(s)	Community Program(s)/Events	Project Lifesaver
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
VON	211	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Personal Alarm(s)	Municipal/Provincial Organization	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
WHA	LCSPP Presentation/Ed. Series	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Additional Notes:		
Form Completed by: _____ Date: (MM/DD/YYYY)		



Lunenburg County
SENIORS'
Safety Program



Thank you!

We couldn't do what we do with out your support!





NOVA SCOTIA
Municipal Affairs
Office of the Minister

PO Box 216, Halifax, Nova Scotia, Canada B3J 2M4 • Telephone 902 424-5550 Fax 902 424-0581 • novascotia.ca

April 23, 2025

Dear Mayors, Wardens and Chairs:

Re: Reprofiting of the Beautification and Streetscaping Program (BSP) and the
Community Works Program (CWP)

In recent years, the Department of Municipal Affairs has been supporting municipalities with historic investments that are helping to build strong, prosperous communities. On this point, there is always more work to do, and we are excited to keep building on this momentum.

We are pleased to announce that the department has added an additional \$1 million to the Provincial Capital Assistance Program (PCAP), for the 2025-26 program year, and on a go-forward basis. This increase in funding is the result of sunsetting two annual programs we have offered previously: the Beautification and Streetscaping Program and the Community Works Program.

In our review of these programs, and in consideration of our provincial priorities for housing, growth, and affordability, it was clear that these funds could have a greater impact on municipalities through the PCAP. We need to ensure municipalities have systems and services in place that are foundational to their growth and sustainability. That is why we are focused on delivering the greatest impact possible with programs that help municipalities to make strategic, intentional use of the provincial and federal funding opportunities available. The reprofiling of these programs will increase the PCAP budget from \$690,000 to \$1.69 million, increasing the Province's support in the preliminary stages of infrastructure projects.

We will continue to work with our municipalities to ensure that the programs we are offering are the ones that meet their most critical needs. As always, we are grateful for your collaboration in working to strengthen and grow our communities, and we welcome your feedback on how we can deliver programs that will maximize impact for our municipalities and for Nova Scotians.

Sincerely,

A handwritten signature in blue ink, appearing to read "John A. Lohr".

Honourable John A. Lohr
Minister of Municipal Affairs

c: Chief Administrative Officers
Juanita Spencer, Chief Executive Officer, NSFM
David Campell, Executive Director, AMANS

Subject: Marketing Levy By-law – *Next Steps*
Prepared by: Kayla Byrne, Legislative & Policy Advisor
Date: May 6, 2025 COTW



Recommendation

That Committee of the Whole direct staff to continue developing a Marketing Levy By-law, including conducting targeted engagement with local accommodation operators, and bring forward a draft by-law for Council’s consideration at a future meeting.

Alternatives

- Take no further action and do not proceed with a Marketing Levy By-law.
- Provide more direction on engagement, content and timelines.

Background

On February 27, 2024, the previous Council discussed the implementation of an accommodation marketing levy and directed staff to prepare a draft by-law for first reading.

In 2022, the Province of Nova Scotia passed Bill No. 204, amending the Municipal Government Act (MGA) by adding Section 75A to empower municipalities to establish marketing levies. This amendment provides municipalities with clear legal authority to collect levies from accommodation providers, such as hotels, inns, and short-term rentals, to support tourism marketing and development in their communities.

Each municipality can decide whether to charge a levy and set the rate, up to a maximum of 3% of the total accommodation cost. For example, a 3% levy on a \$200/night stay would amount to \$6.00. A marketing levy at the 3% rate has already been adopted in several municipalities, including all Cape Breton municipalities, Colchester County and surrounding areas, Halifax Regional Municipality, Pictou County, and the Town of Bridgewater.

Given that a new Council was elected in October 2024, this report provides an opportunity for the current Council to confirm its interest in proceeding with the introduction of a marketing levy.

Discussion

At this Committee of the Whole meeting, the intent is for Council to confirm its interest in proceeding with the development of an Accommodation Marketing Levy By-law and to provide any initial input on the proposed drafting process, timeline, and engagement plan.

To help inform the drafting of the marketing levy bylaw, staff recommend conducting targeted engagement with local accommodation operators. The goal of this engagement is to better understand operators' needs, concerns, and challenges so that the bylaw is practical and fair and supports the continued growth of Lunenburg's tourism sector.

With the establishment of the Province of Nova Scotia's Short-Term Rental Registry, staff now have an improved ability to identify and engage with local short-term rental operators.

Through this engagement, staff intend to gather feedback on:

- How a marketing levy could best work for operators.
- The preferred levy amount (up to a maximum of 3%).
- The most convenient and workable methods for operators to remit payment to the Town.
- How operators would like to see the levy funds used to support tourism.
- Understanding how many operators use third-party booking platforms (e.g., Airbnb, VRBO), which platforms are commonly used, and how the Town can work with both operators and these platforms to support compliance and proper levy collection.

The proposed engagement plan is to:

- Notify operators around the end of August 2025 of the proposed marketing levy and staff's initial recommendations.
- Hold an in-person meeting with operators in September 2025 to present the proposal, answer questions, and invite discussion.
- Offer additional opportunities for operators to provide feedback in writing for those unable to attend the meeting or who prefer to submit their input separately.

Recognizing that May through August is a busy season for accommodation operators, staff recommend delaying formal engagement activities until late summer/early fall to allow for better participation. Feedback gathered through this process will help shape a draft marketing levy bylaw that reflects the needs and realities of Lunenburg's accommodation sector.

Following engagement, staff will prepare a draft bylaw and bring it forward for Council's consideration, aiming to have the bylaw introduced at a Committee of the Whole meeting in the fall and in effect for April 1, 2026.

How does a marketing levy work?

For accommodation operators, a marketing levy would mean adding a fee (up to 3%) to the cost of short-term stays (28 days or less). The levy would apply to all registered tourist

accommodations in Lunenburg, including hotels, inns, B&Bs, Airbnbs, and secondary tourism suites. Operators (or third-party booking platforms when applicable) would be responsible for collecting the levy from guests and submitting it to the Town on a regular basis. Along with their remittance, operators would complete a brief report form, which the Town will provide. Even if no bookings occur during a reporting period, operators would still be expected to confirm that no levy was collected.

What can the collected funds be used for?

Under the MGA, the Town can only use money from a marketing levy to promote tourism—this means attracting visitors, events, and attention to Lunenburg. Council can also choose to give some of the funds to local tourism organizations to help with this work. The funds cannot be used for major infrastructure projects, like building repairs, public washrooms or road upgrades.

Council will determine how long the levy should be collected before any funds are spent, and what those funds should be used for. Staff recommend initially collecting the levy for one year before making any funding decisions. At that time, staff can bring forward a report outlining potential options for how the funds could be used.

Staff also recommend that a spending plan be developed in consultation with the local tourism community, ensuring that funding priorities reflect both industry needs and community benefits. This plan should align with the upcoming Town-led economic impact study and incorporate recommendations from the Town's Cultural Tourism Working Group.

In Lunenburg, the funds could support initiatives such as:

- Promoting festivals, events, and cultural activities that draw visitors
- Supporting destination marketing campaigns
- Helping tourism organizations develop packages or experiences that encourage overnight stays
- Creating visitor guides, signage, or digital tools for tourists
- Promoting spring and fall travel to support year-round tourism
- Advancing tourism strategies identified by the Cultural Tourism Working Group

Next Steps

If COTW approves the recommendation, staff will:

- Begin preparations for targeted engagement with accommodation operators in late summer 2025.
- Develop engagement materials and coordinate meeting logistics.

- Draft a bylaw informed by operator feedback and bring it to Committee of the Whole in fall/winter 2025.
- Target implementation date of April 1, 2026.

Staff recommend targeting an implementation date of April 1, 2026. This timeline allows for sufficient notice to accommodation providers and minimizes disruption during the busy summer tourism season. Should Council wish to consider an earlier implementation date, staff can assess the implications and adjust the engagement and drafting timelines accordingly.

Relevant Legislation

- Tourist Accommodations Registration Act
- Section 75A (2) of the MGA

Financial

It is difficult to estimate how much revenue the marketing levy would generate accurately. However, if approved, it is expected to create a new income stream for the Town that can support tourism promotion. The actual amount will depend on seasonal demand, nightly rates, and overall occupancy levels.

Subject: Public Statements Policy Amendments
Prepared by: Kayla Byrne, Legislative & Policy Advisor
Date: May 6, 2025 COTW



Recommendation

That Committee of the Whole recommend that Council approve the amendments to the Public Statements Policy as presented, and that this serve as notice of Council's intent to amend the policy.

Alternatives

- Make no amendments and keep the policy as is.
- Provide further amendments and edits.

Background

In August 2024, the Town of Lunenburg adopted the [Public Statements Policy](#) to provide a consistent process for handling requests for proclamations, letters of support, and flag raisings at Town facilities. Since its adoption, the majority of public statement requests received by the Town have been related to flag raisings.

Currently, the policy requires Council to approve all flag-raising requests, either on a one-time basis or for the duration of Council's term. While this approach ensures Council oversight, it also results in recurring administrative work for requests that the Town has traditionally supported on an annual basis.

Discussion

To streamline the flag-raising process, staff recommend amending the Public Statements Policy to include a new Appendix A.

Appendix A will list specific flags that have been previously supported by Council and will allow these flags to be raised each year without needing annual Council approval. Appendix A has also been reviewed by the Regional Anti-Racism and Diversity Coordinator and the Regional Accessibility Coordinator to ensure consistency with the Region's commitments to diversity, inclusion, and accessibility.

Council will retain the ability to add or remove flags from Appendix A at any time by a motion at a Regular Council meeting.

Staff are also recommending the addition of a new section to the policy to formalize the Town's current flag protocols at the UNESCO World Heritage Monument site. Although it has been the Town's practice to permanently fly the Mi'kmaq Grand Council flag and to use the designated

special event flagpole for approved events, this practice is not currently reflected in the policy.

If Council has any additional suggestions for annual flag-raising events, staff will note that feedback during the Committee of the Whole discussion.

The proposed amendments to the policy are highlighted in yellow in the attached policy.

Relevant Legislation

Under the Municipal Government Act (MGA), Councils have the authority to make such policies.

Financial

The amendment to create Appendix A is expected to have minimal financial impact. The Town already purchases and maintains several flags for recurring annual events, such as the Pride flag and the Mi'kmaq Grand Council flag.

Any additional costs for purchasing or replacing flags listed in Appendix A can be accommodated within the existing operational budgets.

Communications

If approved, the policy will be updated on the Town's staff website, and staff will communicate the changes to relevant community groups and partners.

Attachments

Policy with proposed amendments highlighted in yellow

Public Statements Policy

Date adopted by Council: August 14, 2024

Date amended: TBD



1. POLICY STATEMENT

The Town of Lunenburg is committed to fostering a cohesive, inclusive community by recognizing important causes and celebrating diversity. Through public statements, the Town aims to support meaningful initiatives, promote awareness, and strengthen a sense of belonging and civic pride. All public statements will be processed consistently, advancing dignity, respect, and inclusion throughout the community. (minor edit here to tighten up wording)

2. PURPOSE

This policy is intended to provide consistency and equity in how requests for public statements are handled.

3. SCOPE

This policy applies to requests for proclamations, letters of support, and flag raisings at municipal facilities.

4. STANDARDS

Council may authorize requests for proclamations, letters of support, and flag raisings at Town facilities.

The request must be brought forward by either a not-for-profit organization located within or having a presence within the Town of Lunenburg or a citizen of the Town of Lunenburg.

Requests should meet at least one of the following criteria. The cause should be:

- Of local, provincial, national, or international significance;
- Of benefit to the community; or
- An initiative of the Town of Lunenburg.

For annual proclamation or flag-raising requests, Council may approve the request for multiple years within the current Council's term. Flags identified in Appendix A will be raised automatically each year without requiring a new motion of Council.

Requests for letters of support must provide details regarding the project or grant being undertaken or applied for and the amount of the grant (if applicable), contact information regarding the intended addressee, and background information on the organization requesting the letter. A draft copy of the letter of support should be provided and included in the meeting's agenda package. The Town of Lunenburg may revise the wording of the letter of support at the request of Council or as advised by the CAO.

For flag-raising requests **not included in Appendix A**, the requesting organization must provide the requested flag with all necessary ropes and attachments to hang a special-purpose flag unless otherwise approved by Council or the flag-raising is an initiative of Council.

In the event multiple flag-raising requests are received for the same day, the first request received by the Town of Lunenburg will be considered first by Council.

Any public statement request may be denied for any reason deemed sufficient by Council.

Requests may not be contrary to the Charter of Rights and Freedoms or the Nova Scotia Human Rights Act.

5. GENERAL

Requests for proclamations, letters of support, and flag raisings may be received and approved by motion at Regular Council meetings.

Requesters must indicate whether they wish to appear before Council to present their request. No person will address Council for more than three (3) minutes, exclusive of the time required to answer questions, unless and to the extent allowed by Council.

6. HALF-MASTING OF THE CANADIAN FLAG

The Town of Lunenburg will lower the Canadian flag at the Lunenburg Cenotaph flag pole to half-mast per national protocols, including during periods of mourning for significant public figures, commemorative events, and other circumstances as directed by the Government of Canada. This does not require a motion of Council.

When appropriate for a local or regional event, the CAO may authorize the Town of Lunenburg flag to be lowered to half-mast. **Requests related to half-masting may also be made to Council through the regular process for public statement requests.**

7. LIGHTING REQUESTS

The Town of Lunenburg will not consider or process any requests to light up municipal facilities.

8. ANNUAL FLAG RAISINGS – APPENDIX A

The Town of Lunenburg will maintain a list of approved flags in Appendix A of this policy. Flags listed in Appendix A will be raised each year without requiring a new Council motion.

Council may add or remove flags from Appendix A by a motion at a Regular Council meeting.

Organizations whose flags are listed in Appendix A do not need to submit a new request each year. The Town will be responsible for supplying and maintaining the flags listed in Appendix A.

Staff will coordinate the scheduling and logistics of the flag raisings identified in Appendix A.

9. PERMANENT AND SPECIAL EVENT FLAG PROTOCOLS

At the UNESCO World Heritage Monument site, the Town of Lunenburg will permanently fly the following flags, in accordance with applicable flag order protocols:

- The Canadian flag,
- The Nova Scotia provincial flag,
- The Town of Lunenburg municipal flag, and
- The Mi'kmaq Grand Council flag.

The fifth flagpole will be designated as the Special Events Flagpole and reserved for the raising of special-purpose flags approved by Council.

Public Statements Policy

Appendix A: Approved Annual Flag Raisings

Occasion/Event	Timing
African Heritage Month	Month of February
International Transgender Day of Visibility	March 31
Battle of the Atlantic (Cenotaph Flags)	First Sunday in May
Access Awareness Week	Typically last week in May
Pride	Month of June
Treaty Day / Mi'kmaq History Month	Month of October
Remembrance Day (Cenotaph Flags)	November 11
Transgender Awareness Week	November 13–20

ADMINISTRATIVE PROCEDURES
Public Statements Policy
Date approved by the CAO: August 14, 2024



1. PROCLAMATIONS

Requests for proclamations must be made in writing to the Municipal Clerk or designate and received at least eight days before the applicable Regular meeting at which the request will go forward. Council must approve proclamations by motion.

All requests for proclamations must contain a draft copy of the wording of the proclamation. The Town of Lunenburg may revise the wording of the proclamation at the request of Council or as advised by the CAO.

Organizations may only request one proclamation annually.

Once approved, the proclamation will be posted on the Town of Lunenburg's website and social media channels. All other advertising, publicity, or media coverage is the responsibility of the organization or person requesting the proclamation.

2. LETTERS OF SUPPORT

Requests for letters of support must be made in writing to the Municipal Clerk or designate and received at least eight days before the applicable meeting at which the request will go forward and 14 days before the date the requester requires the letter. Requests for July and August deadlines must be received 31 days before the date the requester requires the letter. Requests that do not fall under the parameters outlined in the policy may require additional processing time.

While staff will strive to meet requesters' timelines, adherence to Council's meeting schedule may prevent the accommodation of all requests.

Once Council has approved the request, the Municipal Clerk or designated delegate will coordinate with the Mayor or Deputy Mayor to review and sign the letter of support on behalf of the Town of Lunenburg.

Once signed, the letter of support will be provided to the requesting organization, which is then responsible for forwarding the letter to the appropriate organization(s).

3. REQUESTS TO RAISE FLAGS AT MUNICIPAL FACILITIES

Requests to raise flags at municipal facilities must be made in writing to the Municipal Clerk or designate and received at least eight days before the applicable Regular meeting at which the request will go forward and at least 14 days before the date the flag is scheduled to be raised.

Requests for July and August deadlines must be received 31 days before the date the requester requires the flag to be raised.

Flags will be raised at the UNESCO World Heritage Monument flagpoles unless otherwise requested and approved by Council. If a flag listed in Appendix A is designated for an alternate location, such as the Lunenburg Cenotaph, that location will be noted in Appendix A.

Flags will typically be raised for up to seven days unless otherwise approved by Council or where a longer duration is appropriate based on the occasion.