

KENTVILLE SPECIAL TOWN COUNCIL MINUTES

February 21st, 2017

PRESENT

Mayor Sandra Snow, Deputy Mayor Eric Bolland, Councillor Cate Savage, Councillor John Andrew, Councillor Craig Gerrard, Councillor Lynn Pulsifer, Councillor Cathy Maxwell, and CAO Mark Phillips

CALL TO ORDER AND ROLL CALL

Mayor Snow called the meeting to order at 12:15p.m., and CAO Phillips reported that all Council members were in attendance along with Recording Secretary Patricia Gourley, and himself, CAO.

APPROVAL OF THE AGENDA

It was moved by Deputy Mayor Eric Bolland and seconded by Councillor Craig Gerrard

that the agenda be approved

MOTION CARRIED

*Councillors who voted in favour of this motion:
Andrew, Bolland, Gerrard, Maxwell, Pulsifer & Savage*

RECOMMENDATION AND REPORTS

a) **CAO Mark Phillips Report on the 85th Apple Blossom Festival 2017**

CAO Phillips noted that there has been a long tradition of festival signature events being hosted in the Town of Kentville. A recent announcement by the Apple Blossom Festival (ABF) Board to relocate the Grand Street Parade on short notice has created a great deal of concern in the Valley Community. Both the Town of Kentville and the ABF Board have received an overwhelming volume of public feedback outlining concern over the decision to relocate the Grand Street Parade.

The purpose of this report is to communicate to the Apple Blossom Festival Board the Town of Kentville's commitment to support the 85th Annapolis Valley Blossom Festival, events, and Board of Directors. Previous to this report four (4) press releases were issued stating the positions of both the Town and the ABF Board. Parties had agreed that the Town would forward this report and that the ABF Board would review and consider its content, and respond with their position.

Some of the Logistics and Resource Supports included in this report were:

Financial Contribution:

1. Direct cost for festival related events=\$19,000.00 (Police, Recreation, Public Works & Transportation.
2. Indirect costs for festival related events=\$15,000.00 (Town Hall support, strategic planning, emergency response planning, venue provision)
3. Paid Marketing & Advertising
4. Booster fee: 2017 allocation of \$3000.00 to be forwarded.

Total Measurable Financial Contribution =\$45,000.00

Capital contributions include Memorial Park lighting, 3 phase power supply, bleachers, fencing, staging, barricades, waste barrels (garbage and recycle) generators, sound system, 2 way radios, off road and utility vehicles, fleet vehicles, tables, chairs, tents , scheduled road maintenance prior to festival weekend (line painting and asphalt repair), traffic control attire. Value undetermined.

Communications:

The Town does not feel it was advised that their outstanding position on the leadership and publicity components would be viewed as a lack of support for the Festival's signature events including the parade. Moving forward from this and having the benefit of hindsight and better appreciation for the weight that was applied to these two issued by the ABF Board, the Town would have suggested opening operational lines of communication. The Town of Kentville wished to work together with the ABF Board to reach a solution.

Request for Consideration:

1. A presence at the next scheduled ABF board meeting.
2. Relocation of the 2017 Grand Street Parade back to the Town of Kentville.
3. Confirmation that the Town of Kentville is the host location for the 2017 K-Rock Birthday Bash and ABF Fireworks.
4. Confirmation that the Town of Kentville is the host location for the 2017 Children's Parade.
5. That the Town of Kentville and the Apple Blossom Festival Committee create a unified press release announcing the above noted events.

Future Considerations:

1. The Town of Kentville requests a commitment of transparency through the provision of a summary of costs associated with all festival events, and the financial statements be made publically available on the ABF website.
2. Further, the Town of Kentville offers a commitment from Town Administration to assist with creating a more balanced funding formula for community contributions. Factors

contribution to the formula could include a community's ability to pay, population, and direct benefit of hosting festival events.

It was moved by Councillor Cate Savage and seconded by Deputy Mayor Eric Bolland

that Council go IN CAMERA to discuss the correspondence received from the Apple Blossom Festival Board

MOTION CARRIED

*Councillors who voted in favour of this motion:
Andrew, Bolland, Gerrard, Maxwell, Pulsifer & Savage*

At this time only Council and CAO Phillips remained in Chambers.

IN CAMERA

a) Apple Blossom Festival Board – Proposed Draft Agreement

At 1:30 p.m. Council came out of IN CAMERA and resumed the Special Council Meeting.

Therefore, it was moved by Deputy Mayor Eric Bolland and seconded by Councillor Cate Savage

that Council provided direction to CAO Mark Phillips to accept the positive spirit of the agreement in anticipation for a favorable outcome

MOTION CARRIED

*Councillors who voted in favour of this motion:
Andrew, Bolland, Gerrard, Maxwell, Pulsifer & Savage*

PUBLIC COMMENTS

None

ADJOURNMENT

It was moved by Deputy Mayor Eric Bolland and seconded by Councillor Cathy Maxwell

that the Council meeting adjourn at 1:35 p.m.

MOTION CARRIED

*Councillors who voted in favour of this motion:
Andrew, Bolland, Gerrard, Maxwell, Pulsifer & Savage*

Special Town Council Meeting
February 2^{1st}, 2017
APPROVED FEBRUARY 27, 2017