

CULTURAL TOURISM WORKING GROUP (CTWG)

TOWN OF LUNENBURG

Thursday, September 5th, 2024, 1 p.m.

Council Chamber, 120 Townsend Street

Notice: Cultural Tourism Working Group meetings are held in person at Town Hall. Members of the public can attend meetings in person.

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. APPROVAL OF AGENDA

3.1. Sept. 5, 2024 Agenda

Recommendation: that the Working Group approve the agenda for the Sept. 5, 2024 meeting as presented.

4. APPROVAL OF MINUTES

4.1. August 1, 2024 Working Group Minutes

Recommendation: That the Working Group approve the minutes from the August 1, 2024 meeting as presented.

5. NEW BUSINESS

5.1 Introductory roundtable

5.2 Presentation/Discussion – Sustainable Cultural Tourism Plan

- Consultant with 21FSP Advisory Inc. to lead discussion.

5.3 Presentation/Discussion – Cultural Tourism Economic Impact Study

- Consultant with ASBB Economics and Research Ltd. to lead discussion.

6 FOLLOW-UP DISCUSSION

To allow opportunity for discussion on previous items.

7 AGENDA ITEMS FOR NEXT MEETING / ROUNDTABLE

8 NEXT MEETING

TBD

9 ADJOURNMENT

**CULTURAL TOURISM WORKING GROUP
MEETING MINUTES**

TOWN OF LUNENBURG

Thursday, August 1, 2024 at 2 p.m.

Council Chamber, 120 Townsend St. and Zoom Webinar/YouTube Live



Present
Joanne Young
Tom McFall
Liz Powers
Kandace Forward (Chair)
Adrian Morrison
Anne-Louise Dauphinee
Alison Strachan (Vice-Chair)
Frank Zaunscherb

Absent
Robin Joost

Also Present
Hilary Grant, Interim CAO (2:46pm departure)
Trevor Hume, Planner/Development Officer
Marc Kiely, Interim Community Development Manager
Laura LeGresley, Community Development
Maya Mills, Community Development

Call to Order
The Chair called the meeting to order at 2:02 p.m.

Land acknowledgment
The Chair recognized Lunenburg's location on the unceded territory of the Mi'kmaq people.

Approval of Agenda
Moved and seconded that the Committee approve the agenda for the August 1, 2024 meeting as presented.

Motion carried unanimously

Approval of Minutes
Moved and seconded that the Committee approve the minutes of the July 24, 2024 meeting as presented.

Motion carried unanimously

New Business: Role of the Working Group
Staff provided clarification on the role of the working group which is primarily an advisory body that would provide recommendation to

Council.

In Camera

The Working Groups moved in camera at 2:07 p.m. to discuss agenda item 6.1 Contract Negotiations per the Municipal Government Act.

Report on In-Camera Session:
Recommendations to Council

Following the in-camera session, the Working Group made the following recommendations in public session:

Moved and seconded that the Working Group recommends Council award contract for RFP #TOL2024013 Sustainable Cultural Tourism Plan to 21FSP.

Motion carried unanimously

Moved and seconded that the Working Group recommends Council award contract for RFP #TOL2024014 Cultural Tourism Economic Impact Study to ASBB.

Motion carried unanimously

The Working Group requested Staff investigate the possibility of extending ASBB's timeline beyond the 6 month timeline presented in their proposal so that it better coincides with the Cultural Tourism Plan schedule and captures a better representative data sample of the complete tourism season.

Next Meeting

To be determined.

Adjournment

There being no further business, the August 1, 2024 Cultural Tourism Working Group meeting adjourned at 6:45 p.m.

Minutes were read and approved.

Agenda

21FSP Advisory Inc.

Sustainable Cultural Tourism Plan #TOL2024013

Date: September 5th, 2024 – 1:00pm to 4:00pm

Project Launch Meeting Agenda

- 1. Welcome and Introductions**
- 2. Review Project Objectives**
- 3. Review Scope of Work**
- 4. Work Plan and Timeline**
- 5. Community Engagement Strategy**
- 6. Collaboration with Related Projects**
- 7. Communication Plan**
- 8. Project Management**
- 9. Next Steps and Action Items**
- 10. Q&A and Discussion / Other Business**