

CULTURAL TOURISM WORKING GROUP (CTWG)

TOWN OF LUNENBURG

Wednesday, December 11th, 2024, 10:00 a.m.

Council Chamber, 120 Townsend Street

Notice: Cultural Tourism Working Group meetings are held in person at Town Hall.

Videolink: <https://us06web.zoom.us/j/84803150047>

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. December 11, 2024 Agenda

Recommendation: The Working Group approve the agenda for the December 11, 2024 meeting as presented.

4. APPROVAL OF MINUTES

4.1. September 5, 2024 Working Group Minutes

Recommendation: That the Working Group approve the minutes from the September 5, 2024 meeting as presented.

5. NEW BUSINESS

5.1 **Presentation/Discussion** – Sustainable Cultural Tourism Plan

21FSP Advisory Inc. to lead discussion: Project updates, emerging themes and next steps

5.2 **Planning Working Group Oversight into 2025** – Marc Kiely

6. OTHER BUSINESS/AGENDA ITEMS FOR NEXT MEETING / ROUNDTABLE

7. NEXT MEETING

7.1. January 2025 – Date to be determined

8. CLOSING COMMENTS / ADJOURNMENT



TOWN OF LUNENBURG
CULTURAL TOURISM WORKING GROUP (CTWG)

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.

Group Members Present **Joanne Young, Tom McFall, Kandace Forward, Robin Joost, Adrian Morrison, Anne-Louise Dauphinee, Alison Strachan and Frank Zaunscherb**

Absent Liz Powers

Also present Marc Kiely, Interim Community Development Director
Laura LeGresley, Community Development staff
Trevor Hume, Community Development staff

1. CALL TO ORDER

2. LAND ACKNOWLEDGEMENT

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3. APPROVAL OF AGENDA

3.1. Sept. 5, 2024 Agenda

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

Motion carried unanimously

4. APPROVAL OF MINUTES

4.1. August 1, 2024 Working Group Minutes

Moved that the Working Group approve the minutes from the August 1, 2024 meeting as presented.

Motion carried unanimously

5. NEW BUSINESS

5.1 Introductory roundtable

5.2 Presentation/Discussion – Sustainable Cultural Tourism Plan

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

5.3 Presentation/Discussion – Cultural Tourism Economic Impact Study

- Consultant with ASBB Economics and Research Ltd. led discussion.

6 FOLLOW-UP DISCUSSION KEY POINTS

- Key Stakeholder Engagement
- Tourism comes from culture
- Why do people come here? Lunenburg offers *culture*.
- Impact of tourism on infrastructure... septic, buildings, sidewalks, bandstand, old firehall
- Identifying types of tourists and their respective impact
- Recognizing our value as a UNESCO World Heritage Site
- Cultural Mapping
- Collecting data and identifying seasonal vs permanent

7 AGENDA ITEMS FOR NEXT MEETING / ROUNDTABLE

8 NEXT MEETING

TBD

9 ADJOURNMENT

There being no further business, the September 5th, 2024 Cultural Tourism Working Group meeting adjourned at 3:50pm.