

Minutes of a Town of Pictou Business Advisory Committee meeting in Pictou Town Hall at 6:30 pm on the above date. Michelle Young presiding.

**Present:** Major Jim Ryan, Members Kevin Nokes, Peter Fraser, Tabitha Coleman, David Craig and Helen Buchan

**Also Present:** Michelle Young, Community Development Manager/ Minute Recorder

**Regrets:** Derek Forsyth

**1. Welcome**

All present introduced themselves, providing a brief on their experiences and background.

**2. Approval of Agenda**

No additions to the agenda as circulated.

**3. Business Advisory Committee Policy**

The committee's purpose and mandate were reviewed, highlighting its primary focus as providing an advisory role to the Council concerning the development and management of an implementation strategy for Pictou's Waterfront Development Plan and additional strategic initiatives. Other items discussed included:

- Integrated Community Sustainability Plan (ICSP) – summary of pillars, priorities and actions identified in plan; for example: aging demographic, decreasing population, growth at roundabout, attract and retain business and residents
- Signage assessment and needs
- Planning Advisory Committee role, review of land use by-laws and creating a vision related to business growth
- Term served: 3-year appointments that are staggered

**4. Code of Conduct**

The Code of Conduct Policy was reviewed with the committee. This included confidentiality and conflict of interest vote. This is a “blanket” policy that covers Council, Staff and volunteers on committees. Everyone present was encouraged to read the policy.

**5. Background – Pictou Business Organizations**

Mayor Ryan provided a background on the Pictou Business and Marketing Society (PBMS) and formation of the Business Improvement District (BID):

- PBMS operated with funding provided by the Town through the collection of BID tax
- Activities of PBMS included façade improvement program, marketing initiatives, special events and beautification projects

- There was a defined business district within the downtown core which did not include all businesses; boundary was formed in 1984
- Through recent dissolving PBMS and restructuring a new committee, the business district was expanded to include all Pictou businesses

## **6. Capital Projects**

A summary of capital projects was provided by Mayor Ryan, which included:

- Market Wharf and Marina rebuild and expansion – tender will be released in the next two weeks; work is expected to begin this summer and will take 18 months to complete
- Coleraine Street – work will take place over the summer for a complete water service installation, paving and curbing project
- Caladh Avenue – A coastal protection project is in the works for this year; the height of the street and trail will be raised to protect property from storm surge and weather events; this work will advance priorities set in the Waterfront Development Plan as a one-way street including a boardwalk and a bike lane
- Jitney Trail Bridge – work has begun and is expected to open July

## **7. Survey Feedback**

The results of the survey were circulated. Everyone will review before the next meeting. A suggestion was made that a similar survey could be circulated to all businesses to gather input which would assist in setting priorities and actions for the Committee. Other methods of gathering information could include an in-person engagement session open to all businesses.

## **8. Chair and Vice Chair Selection**

An email will be circulated following the meeting to see who might be interested in the Chair and Vice Chair positions.

## **9. Other Business**

- The need to create a business vision and identity; “Livability” of our community
- The Planning Advisory Committee and Business Advisory Committee are interconnected through the Land-Use By-Law (LUB) which determines what types of business growth happens where; the LUB is currently under review
- The sale of Heritage Quay Bed & Breakfast on Front Street to the John Howard Society
- Impacts on traffic when increasing the Town’s population density
- Question on how off-highway vehicle (OHV) activity fits into the business plan
- Need to determine what we mean by Town “business”, does it include corporate or manufacturing for example?

## **10. Next Meeting**

Tuesday, May 28, 2024; 6:30 pm; CN Station

**11. Adjournment**

There being no further business, the Chair adjourned the meeting at 8:15 pm.

Approved

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James J. Ryan  
Mayor

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Michelle Young  
Community Development Manager