

Minutes of a Town of Pictou Business Advisory Committee meeting convened in Pictou Town Hall at 6:30 pm on the above date. Mayor James Ryan presiding.

**Present:** Members Kevin Nokes, Peter Fraser, Tabitha Coleman, David Craig, Helen Buchan and Vivianne LaRiviere

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

**1. Welcome**

All present introduced themselves. M Young shared that Derek Forsyth has stepped down from the Committee. Vivianne LaRiviere will be filling this vacancy. Welcome to Vivianne.

**2. Approval of Agenda**

Motion: To approve the agenda as presented.  
Moved, Seconded and Carried

***BAC-05-28-24-0001***

**3. Business Arising**

a. Land Use By-Law – Fall Review

The existing Inter-Municipal Planning Strategy, Secondary Planning Strategies, and Common Land Use By-law will be under review over the next several months. There will be opportunities for public to provide input, including in person sessions. Focus areas that have been identified are: Front Street, West River Road, the entry to Town and examination of the Secondary Planning Strategy for the Town of Pictou. Discussion followed on the following items:

- Zoning – what types of development are allowed in certain locations?
- Abandoned buildings – condition, fire hazards and historical value
- Historical buildings – protection, preservation, best practices, designation and identification of the Committee’s role regarding historical buildings; reference was made to the initiatives that Bonavista, Newfoundland had undertaken in designations and regulations of historic properties
- RCMP Detachment – control of future uses
- Determine the priorities from a business perspective

b. Business – Vision and Identity

Committee members identified a need to create a vision of what Pictou’s business landscape is or should be, to create an identity for our community. Members identified potential areas of focus which included:

- Inventory of historic properties; where does history meet current development?
- Working waterfront
- The Town positions itself as a business; for growth we need to focus on capitalizing on our assets and set controls for strategic growth
- Need to look at our communities’ assets: land, water access, cultural (for example, art) and historical landscape

- A part of our business is the “experience” we create; determine what drives an entrepreneurial culture
- Action: to survey business owners who own property to gain feedback to guide the committee’s focus and priorities; to gain insight on concerns of our business sector

c. Signage

Highway, gateway, directional and wayfinding signage has been identified as a priority for the Town. There is a plan, and some work has been completed. Signage will be discussed further at the next meeting.

d. Survey Feedback

The survey results were distributed for everyone to review. It was suggested that a similar survey be sent to all businesses to gather input, which would help in setting priorities and actions for the Committee.

e. Chair and Vice Chair Selection

Motion: To appoint Jim Ryan as Committee Chair.  
Moved, Seconded and Carried

***BAC-05-28-24-0002***

Motion: To appoint Helen Buchan as Committee Vice Chair.  
Moved, Seconded and Carried

***BAC-05-28-24-0003***

**4. Other Business**

a. Town Map

Examples of printed tourism/community walking maps were circulated from other areas. Currently Pictou has a printed one-page black and white map. M Young asked for feedback and whether this may be a project of the Committee for the Town of Pictou. Costs for design and printing will be explored. H Buchan offered to assist with this initiative.

b. Next Meeting

Tuesday, June 25, 2024, 6:30 pm, CN Station

**5. Adjournment**

There being no further business, the Chair adjourned the meeting at 8:20 pm.

Approved

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James J. Ryan  
Mayor

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Michelle Young  
Community Development Manager