

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

PRESENT: Major Jim Ryan, Members, David Craig, Helen Buchan, Tabitha Co, and Vivianne LaRiviere

REGRETS: Kevin Nokes, Peter Fraser

ALSO PRESENT: Michelle Young, Community Development Officer (Ex-officio)

1. WELCOME

Mayor Jim Ryan welcomed all present; regrets sent by K Nokes and P Fraser.

2. APPROVAL OF AGENDA

Additions to the agenda included: #3 Approval of Minutes

MOTION: To approve the agenda with the above additions. BAC-08-08-24-004
MOVED, SECONDED AND APPROVED

3. APPROVAL OF MINUTES

MOTION: To approve the minutes of the June 25, 2024 meeting as circulated.
MOVED, SECONDED AND APPROVED BAC-08-08-24-005

4. BUSINESS ARISING

a. Land Use By-Law and Planning Strategy Update

The First Reading has taken place; the draft can be found on the Town website and Town Office. Highlights include: C1A zoning eliminated; discussions on housing density; decrease in the number of R1 Zones; rezoning of property on West River Road (residential still permitted); Pine Tree Road and VIC area zoned as Highway Commercial; and the elimination of the ability to have storage units without approval. The 2nd Reading of the Planning Strategy and By-Laws will be in September. Question raised: What happens when big boats are stored in public spaces?

b. Committee Survey - Priorities

The following was identified as priority of the Committee:

Brand / Identity Refresh – It was suggested that the Town hire a professional firm to refresh its branding and identity. We need to redefine our core presence, focusing on who we are, where we've been, and our future direction. All present felt that the Town should hire a design firm to create a cohesive, inclusive vision that fosters a sense of belonging, moving beyond the overused "Birthplace of New Scotland" and embracing our diverse community where cultures converge.

Action: Write as a recommendation for the fall.

c. Business/Property Owner Survey

A draft of the business survey was provided to all present for input. Discussion followed on including larger scale business and manufacturing in the survey.

- d. Map Update
Examples of maps from other regions were circulated and discussed; committee members preferred the “tear off” design that Baddeck currently uses. Staff have requested design and print quotes. It was felt to have the design completed this fiscal year and printed in 2025.
Action: M Young will send out map file for comments.
- e. Security Cameras
Vandalism and other types of activity have escalated in the last couple of months; security cameras have been installed in Broidy Park. Signage will be posted.
- f. Signage
Discussion on content for Town signage that was installed this year to potentially include business listings, tourism experiences; art, culture and unique offerings such as the lobster fishery.
Recommendation: 1. Renewing and moving forward with a Town signage program. 2. Identify parking with formal signage (more signs for public parking).
- g. Built Heritage Inventory – Table for discussion at a future meeting.

5. OTHER BUSINESS

- a. Build Nova Scotia
Jim Ryan provided background information on the Town’s partnership with Build Nova Scotia. Build Nova Scotia has been involved in the Town projects on the waterfront prior to Mill closing. Adam Langley who is from Pictou County was initially involved with Develop NS (now Build NS). Discussion followed on the Northumberland Fisheries Museum operations and challenges around core funding. Town staff will make contact with Build NS to see if there is some expertise to assist the museum.
- b. Three Days in Pictou
Content on www.discoverpictou.com requires some updating. Town staff will review and update information as noted.
- g. Other
Business Social Mixer – Discussion followed on organizing a social for Pictou’s business community; it was proposed to hold the mixer at the Northumberland Fisheries Museum. D Craig and M Young will work on planning the event.

Water Street Signage – There is a need for clearer signage on Water Street indicating that it is one way. This includes the intersection at Coleraine Street; ideas included: wrong way signs, repaint arrows and reposition current signage.

6. NEXT MEETING

Date: TBD September

Location: CN Station

7. ADJOURNMENT

The meeting adjourned at 8:10 pm.

APPROVED

James J. Ryan, Mayor

Kyle Slaunwhite, CAO