

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

**PRESENT:** Councillor Krista Fulton, Members, Kevin Nokes, David Craig, Helen Buchan, Vivianne LaRiviere

**REGRETS:** None

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

**1. WELCOME**

Kevin Nokes offered to be meeting chair and welcomed all present.

**2. APPROVAL OF AGENDA**

MOTION: To approve the agenda with addition 5c OctktoberFest. MOVED,  
MOVED, SECONDED AND APPROVED

**BAC-09-04-25-001**

**3. APPROVAL OF MINUTES**

MOTION: To approve the minutes of the June 12, 2025 meeting as circulated.  
MOVED, SECONDED AND APPROVED

**BAC-09-04-25-002**

**4. BUSINESS ARISING**

**a. Committee Vacancy**

The committee recognized the need to fill vacancies with representatives from a wider range of community sectors. Several business owners were identified as interested or promising potential candidates. Committee members and staff will reach out to these businesses to begin the conversation.

**b. Business Mixer**

The committee selected October 2nd as the date for the business mixer. Invitations will be sent to all Pictou businesses and partner organizations. K. Fulton will contact the venue to confirm availability and licensing requirements, and Stone Soup will be approached regarding catering. It was recommended that the event follow the same format as the previous mixer, including door prizes and feedback posters.

**c. Street Parking**

Parking signs have been ordered and will be installed at identified locations. A parking inventory has been started and partially completed (parking lots; not street parking). It was reported that Public Landing Lane is currently being used as a street since the closure of Market Street.

**d. Water Street One Way**

RCMP have been notified of bicyclists going the wrong way on Water Street. Additional signage has been installed on Water Street that clearly identifies it as one way.

**e. Bill 24**

K. Fulton contact MLA Marco MacLeod on the status of Bill 24, it was passed in March 2025.

**5. NEW BUSINESS**

**a. Heritage Properties Working Group**

It was suggested to invite the Heritage Properties Working Group to a future meeting to share information on what they are working on.

**b. Roger Brooks Video Series**

M Young shared an online resource from the Destination Development Association which has a “vault” of videos regarding marketing and development of downtowns and tourism. This is a link to the inventory of videos: <https://www.destinationdevelopment.org/the-vault>

**c. OcktoberFest**

V. LaRiviere presented an idea for an Oktoberfest-style event in the downtown, proposing the temporary closure of a portion of Water Street. Suggested components included food trucks, hayrides, music, sausage vendors, beer tastings, and other activities to create a fall carnival atmosphere. The committee noted that such an event could provide meaningful benefits to downtown businesses during a typically quieter period.

A question was raised regarding whether there was sufficient time to plan the event, and October 25th was suggested as a potential date. The committee expressed strong support for the concept and agreed to schedule a dedicated planning meeting.

**c. NEXT MEETING**

Date: September 25 at 6:30pm (focus on planning Business Mixer & Fall Event)

Location: CN Station

**d. ADJOURNMENT**

The meeting adjourned at 8:00pm.

APPROVED

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James J. Ryan, Mayor

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Kyle Slaunwhite, CAO