Annual Report
Year Ending December 31, 2017
MISSION

To promote and enhance the economic, social, and civic well-being of our communities from West Ship Harbour to the Musquodoboit Harbour / Gaetz Brook western boundary.

The MHACCCA is a non partisan and non sectarian group that fosters better communication through fact based research on important issues affecting our communities providing a credible, accountable voice for the community, and holding regular Events and Town Hall meetings.

The Chamber represents both community and business interests in shaping our community and facilitates economic growth of the region through ensuring the establishment of the requisite infrastructure for economic and social wellbeing and supporting its members’ success and championing community prosperity.

STRATEGIC PLANNING:

In November 2017 the MHACCCA BOD engaged in a Strategic Planning Session that resulted in a desire to place an amplified focus on promoting Member Benefits & increasing the number of Business Members. In addition, the projects and initiatives resulting from the Community Development Plan are an integral aspect of future work for our Organization. Exploring funding options for each project & recruiting Board Members & Committee Workers remain key aspects of future Chamber work. A list of action items was developed for the next few months:

Promote Member Benefits:
- Generate brochures to highlight benefits of Chamber membership;
- Use brochures to underscore advantages of Atlantic Chamber of Commerce Membership;
- Use social media (Facebook, Newsletters, et cetera) to stimulate interest.

Increase Business Membership:
- Generate mail-outs to local businesses to inform owners/managers of the work the Chamber does;
- Invite local business owners/managers to events;
- Invite Theriault Financial to contact local businesses for education on Chamber Group Benefit packages.

Community Development Plan Initiatives:
- Continually engage staff & officials for funding opportunities;
- Support the Infrastructure Committee with letters to elected officials;
- Actively seek chairs for the Economic Development and Recreation & Culture Committees through Social Media & Town Hall announcements.

Board Recruitment:
- Regularly call for nominations via social media & at Town Hall Meetings;
- Update Board needs-assessment & inventory current skill sets;
GOVERNANCE:

Placing a community on a path to success requires organization, skill, accountability, and a great deal of commitment. The board met regularly recognizing that community expectations were high and has given careful consideration to some of the framework documents that will help guide and support the Chamber in its work, developing, implementing & reviewing: Financial Policies, Personnel Policies, a Board Nominating Committee Framework, Code of Conduct, Committee Terms of Reference for Membership, Fundraising and Steering Committee, Financial Policies, and Committee Terms of Reference. The board also maintains Director and Officers Errors and Omissions Insurance.

Effective recruitment & succession planning is vital to the ongoing success of any volunteer Board – we are no exception! Over the past year a number of founding board members realigned their interests and commitment creating opportunities for new board members to become engaged for the balance of the term. We received nominations from a number of individuals with a variety of experience and expertise and welcomed Alexia Jonniaux & Lisa Barry to the Board.

MEMBERSHIP:

Membership helps us promote and enhance the economic, social, and civic well-being of our communities, and gives members a voice in the future of your community. In 2017 there were 67 new and returning members, as a member of the MHACCA individual voices are made even stronger through membership.

FINANCES:

The Chamber exercises prudent fiscal management practices regarding stewardship of revenue. Expenses are minimized, seeking out opportunities that enhance goodwill and mutual support.

![Statement of Operations, 2017](image)

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<thead>
<tr>
<th></th>
<th>Received</th>
<th>Spent</th>
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<tbody>
<tr>
<td>Received</td>
<td>$19,484</td>
<td></td>
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<tr>
<td>Spent</td>
<td></td>
<td>$25,916</td>
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COMMUNITY REPRESENTATION:
The MHACCCA continued to be a member of the Atlantic Provinces Chamber of Commerce, providing feedback on a number of initiatives – highway twinning, regional priorities, taxation, fiscal management, regulation, population renewal & workforce development; Had a board member on the Board on the Wild Island Tourism Advancement Partnership (WITAP); A Chamber member is also a member of the Atlantic Gold, Moose River Gold Mine Community Liaison Committee.

COMMUNICATION:
The MHACCCA maintains the following membership communication tools (all addresses, follow buttons, forms can easily be found centrally on our website):

- Town Hall Meetings
- Posters & advertisements displayed at local businesses
- Membership e-newsletters
- Facebook page updates
- MHACCCA dedicated email address
- MHACCCA "Board liaisons" as key contact assigned to each committee struck
- Advertisements, or articles written by the board of the MHACCCA placed on our website & inserted in our local papers from time to time
- News and events web tab on our website & Facebook page
- Resources, studies, bylaws, and reports embedded on our website
- Domain: musquodoboitharbour.ca or MHACC.ca

STRATEGIC ACTION AND ENGAGEMENT:
The MHACCCA works deliberately to generate interest in our geographic region, and regularly showcases our communities & provides education on local assets & unique challenges to decision-making & influential individuals. In 2017, we demonstrated this strategy in the following way:

- Requested a meeting & met with Mayor Mike Savage (January)
- Hosted Patrick Sullivan of the Halifax Chamber of Commerce (May)
- Hosted Ron Hanlon & Ian Munro of the Halifax Partnership (June)
- Requested a meeting & Met with MLA Kevin Murphy, MP Sean Fraser & Councillor David Hendsbee (July)
- Hosted Ross Jefferson of Discover Halifax (July)
- Presented to the Community Planning & Economic Development Standing Committee (July)
- Presented to the Harbour East Marine Drive Community Council (October)
- Hosted & provided a tour to Councillor Lindell Smith (October)
Community Development Plan:

We launched our Community Development plan on March 15th at the Petpeswick Yacht Club, and trust our efforts to pave the way for successful communities is well-met. We work proactively, with integrity, to lead in the development of long-term social & economic strategies for the betterment of our entire community. The culmination of the plan was the result of commitments made by our members & volunteers to Work Together for A Better Tomorrow. Efforts began on the resulting twelve immediate priorities (outlined in the table below) in June when we hosted a Committee Information Session and launched the Infrastructure, Recreation & Culture and Economic Development Committees.

<table>
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<tr>
<th>Phase 1 Projects:</th>
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<tr>
<td>In order for water services to the Village Core to be realized, updated pricing information &amp; an implementation strategy are required. This is an essential aspect of future development and must be an ongoing &amp; active priority.</td>
<td>Some of the parks described in this report including Old Bridge Park, Old School Park and the Rail Museum Park should be started.</td>
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<td>In response to enduring pollution near Petpeswick Inlet, every option shall be explored for new &amp; cost-efficient sewer infrastructure.</td>
<td>The Pull-Off Parks outlined in this report should be completed.</td>
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<td>Create &amp; Implement a Branding Strategy.</td>
<td>Upgrades to the Rail Museum and grounds</td>
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<td>Create &amp; Implement an Economic Development Strategy</td>
<td>The East Petpeswick Road realignment is a costly but necessary road realignment that will take support from NSTIR. The Village roundabout would be part of this road realignment. This would free up land for parking expansion at the library.</td>
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<td>Sidewalks and Streetscape improvements on Marine Drive. These could include sidewalks to start (connecting the village center to the school), but then pedestrian lighting, benches and furnishings and onstreet parking could be added.</td>
<td>The Musquocoboi Trail realignment near the 357 is another first priority project due to the danger of the existing crossing.</td>
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<td>The Little River Trail connector (2km) should be undertaken as soon as possible. As part of this work, some of the street connections along Little River Drive should connect to Marine Drive.</td>
<td>Policy changes or the creation of a secondary plan to align with the recommendations of this study.</td>
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The search for volunteers to Chair the Recreation & Culture and Economic Development Committees is ongoing and as a result those committees did not make substantial progress in 2017. The Infrastructure Committee, chaired by John Woods, made inroads responding to the ongoing pollution in Petpeswick Inlet by securing a third-party consultant to evaluate the current Waste Water
Treatment Facility (WWTF) at Twin Oaks Memorial Hospital. Results from the consultant’s report were generated in early 2018, and clearly indicated the WWTF is the cause of some of the pollution in the Inlet.

Community Advocacy and Support:

The Chamber represents the voice of its members and community supporting success and championing community prosperity. In 2017, the supported the efforts of Save Rural HRM, ongoing communications with the HRM Planning Representatives, the Board also supported the Musquodoboit Trailways Association and the newly-minted Community Garden.

In February, Chamber representatives attended a joint meeting of the Nova Scotia Chambers of Commerce hosted by the Halifax Chamber, and provided input on a variety of provincial topics including taxation & government regulation. The same day, representatives were also invited to attend the Premier’s State of the Province Address, and took advantage of the networking opportunities to promote our Chamber and the work we are doing.

The Chamber initiated “Tours of the Shore” to a variety of government staff. Representatives from Discover Halifax took part in high-level tour of the assets our communities offer, and provided a commitment to promote our region as a tourism destination. We also welcomed HRM Councillor Lindell Smith to our community, and provided him with first-hand information on the work the Chamber has begun.

In May, we launched a Speaker Series and hosted Halifax Chamber of Commerce President Patrick Sullivan at Webbers Store in Lake Charlotte. Our July Speaker Series took place in at the Yacht Club and was led by Discover Halifax CEO Ross Jefferson. The final Speaker Series event took place in September at the Old School, and that event evolved into an entrepreneur panel.

In September we co-hosted a Town Hall Meeting with Councillor Hendsbee regarding the future of the Common Area Rate for Musquodoboit Harbour. HRM staff recommended the rate be eliminated, but a plebiscite on the issue is forthcoming.

Community Engagement:

Canada Summer Jobs:
This past summer we hired a student to promote the Chamber’s visibility at various public events throughout the summer. The student also created a membership package, provided support to our Membership and Fundraising Committees, set up a survey for our membership, promoted the chamber, our events and managed our social media during the summer.

Town Halls:
The Board of the MHACCCA continued to provide regular progress updates to our membership at our Town Hall meetings and guest speakers presented on topics of interest to the community and membership. In 2017, the Chamber Town Hall meetings attendance averaged 15-20 people, with
nearly 100 people attending the launch of the Community Development Plan in March. Special guest speakers in 2017 were highlighted by: MLA Kevin Murphy; Councillor David Hendsbee; Author Wesley King; John Woods, Ph.D.; Denise Zareski, Hike NS Summit; Ron Hanlon & Ian Munro of the Halifax Partnership; Representative from Atlantic Gold discussed the extensive environmental regulations they must adhere to; Stanley Van Dyke of the Musquodoboit Trailways Association; Ryan Murphy of WITAP and ongoing attendance & presentations from the local RCMP.

**Member and Community Events:**

**All-Candidate Forum:**
As the Chamber has done for the previous two elections (Federal in 2015 & Municipal in 2016), we hosted an all-candidate forum at Eastern Shore District High on May 24th. Working closely with elected officials is a necessary by-product of Chamber work, and facilitating the education of voters is an important Chamber role. The event was very well attended – over 100 people came to hear the candidates present themselves & answer a series of specific questions directly relating to issues in our constituency.

![All-Candidate Forum](image)

**Speaker Series:**
As previously mentioned, the Chamber initiated a Speaker Series in 2017 and held events in May, July & September. Designed as a member benefit and not necessarily fundraising events, the Speaker Series served to educate the attendees on a variety of topics. Patrick Sullivan of the Halifax Chamber spoke about the advantages of becoming a member of the Chamber; In July, Ross Jefferson & Erica Pellerin of Discover Halifax joined us to showcase their organization and the impact aligning with them can have on our area. Finally, the September event was an Entrepreneur Panel which provided the attendees with a first-hand account of what it takes to become a successful local business owner. Overall, the Series was highly educational and generated almost $200.00 for the Chamber.

**Business Excellence Awards Gala**
Our Chamber Business Excellence Awards Gala was scheduled for November, but due to low ticket sales the decision was made to postpone the event until early 2018. Prior to the postponement, we accepted nominations Business of the Year, Business Leader of the Year and Community Spirit.
The current Musquodoboit Harbour Chamber of Commerce and Civic Affairs Board of Directors would like to take the opportunity to say how honoured and privileged we have been to serve our communities and are grateful for the trust and support that has been given to us to work on behalf of you, our members, providing leadership, advocacy and a voice! We look forward to continuing the work as milestones are met and new milestones are set!

On behalf of the Board of Directors – Thank you!

Kent Smith, President

Board of Directors:
Margo Hudson, Vice President
Lisa Barry, Treasurer
Kristina Oje, Secretary
Ryan Murphy, Board Member
Michael Brine, Board Member
Alexia Jonniaux, Board Member