

Town of Hampton Economic Development Committee Meeting

Tuesday, August 19, 2025

In attendance: Chris White (staff), Josh Adams (Chair), Councillor Todd Beach, Heather Libbey, Chris Rendell, Marcelle Bélanger, Jill Ganong, Michel Boudreau, Paula Copeland

Regrets: none

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1. **Call to Order:** Josh Adams called the meeting to order at 6:33pm.
 2. **Approval of Agenda:** Moved by Marcelle Bélanger: seconded by Heather Libbey to approve as edited.
 3. **Conflict of Interest:** None
 4. **Approval of previous minutes:** moved by Todd Beach, seconded by Jill Ganong to accept the minutes of May 20, 2025.
 5. **Business Arising from the Minutes:**
 - a. Summit Centre launch / Capital Campaign. Chris White shared that invitation for a Grand Opening will be issued soon! Tracking at \$3.4 M in donations to the Capital Campaign
 - b. Transportation: Chris White shared that FRSC Transportation Committee submitted application to Federal Rural Transit funds to be used towards Pilot projects in participating communities. Awaiting response. Committee discussed importance of affordable solution and a clear plan to support a service long term. Chris White shared that town is looking at further 'mini solutions' on key days and events (e.g. Canada Day) to continue to identify transportation needs. NHWW is looking into a potential "errand day" service for seniors. KV Go launched internal service in Quispamsis in July.
 - i. **Motion:** Moved by Chris Rendell and seconded by Heather Libbey to recommend to Council that the Hampton 2026 budget include additional transportation funds that could be applied to a pilot project in Hampton.
 - c. Strategic Planning update:
 - i. Chris White shared an update including details on the communications focus: New website is imminent and new video launch is ready. Comms Strategy 2026 will be presented at September meeting of Council. Chris Rendell noted that communications with audiences at Council sessions could be improved by the inclusion of handouts for attendees and inclusion of Agenda on screen. Chris White to address with Council and Communications.
 - ii. Budget prep for 2026 will include a request for the return of Storefront Improvement Grant. Economic Development also reviewing potential incentives around infill development and secondary suite solutions.
 - iii. Discussion with HACC around possible business training grants. Chris White and Jill Ganong to discuss with HACC and CBDC. Heather Libbey also suggested a discussion with ConnexionWorks re: training opportunities for Hampton entrepreneurs.
 6. **New Business:**
 - a. Chris White shared that Hannah Kindred is the new tourism coordinator and will start September 8. Visitor Information Centre will remain open through the month of September. Chris shared a breakdown of Tourism stats YTD:
 - i. TOTAL: 2571 Guests to date
 - a) May 12 – June 22 = 750 (87% Cdn / 12% US / 1% Other)
 - b) June 22-July 22 = 1157 (85% Cdn / 14% US / 1% Other)
 - c) July 22-August 18 = 664 (76% Cdn / 22% US / 2% Other)
 - ii. Gift Shop sales far exceeded expectations – currently about \$8000 in sales.

- iii. Hampton Market was discussed as a tourism draw / economic driver. While it brings a steady audience there is room for improvement. Heather Libbey suggested the Market be more experiential with demos and activities; Paula Copeland suggested themes for individual market nights; ad-hoc group from Economic Development to discuss further.
- b. Kennebecasis Watershed Restoration Committee events to be hosted in Hampton. Will engage area businesses as part of each activity:
 - i. Invasive Species event (proposed for September 14)
 - ii. Great Canadian Shoreline Cleanup (October 4).

7. Reports:

- a. Planning & Development Update: Chris White shared a rolled-up YTD view of permit activity in all wards.
 - b. PAC Report: Chris Rendell shared two items had gone to PAC for review.
 - c. Chamber Report: Todd Beach shared that the July 4 Golf Tournament was very successful despite the heat and a thunderstorm; Upcoming mixer at BridgeUs solutions on Thursday. October 22 Small Business Awards to be held – awards nominations are now open on the Chambers website.
 - d. Michel Boudreau moved the adoption of the Reports; seconded by Chris Rendell.
8. **Correspondence**: Chris White shared communication from Irving Oil regarding the large project at the refinery for fall 2025.
9. **Next Meeting Date**: September 16, 2025.
10. **Adjournment**: Marcelle Bélanger so moved at 7:35pm.

SIGNATURE: _____

goshna adams

DATE: _____

Sept 16, 2025