

Town of Hampton Economic Development Committee Meeting

Tuesday, April 15, 2025

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

Regrets: Michel Boudreau

1. **Call to Order:** Josh Adams called the meeting to order at 6:34pm.
2. **Approval of Agenda:** Updated: Remove item 5B (NBFU) from agenda as they were unable to attend. Moved by Heather Libbey: seconded by Chris Rendell to approve as edited.
3. **Conflict of Interest:** None
4. **Approval of previous minutes:** moved by Todd Beach, seconded by Paula Copeland to accept the minutes of February 18, 2025.
5. **Business Arising from the Minutes:**
 - a. Hampton Look & Feel: Committee discussed how in depth the definition of 'Hampton look and feel' should be addressed and if this should be applied to all areas of the community.
 - i. Agreed that core areas (Town Centre / Main Street) would be key areas of focus (sign cue is things like the decorative lighting installations) and should have special attention to things such as limited number of drive-thru businesses, focus on smaller buildings with parking in the rear, attention to walkability.
 - ii. Developing areas like William Bell Drive would benefit from the application of similar principles but with greater allowance for larger and less traditional buildings. Suggestions for this area included: shared driveways for businesses to reduce the number of entrances and exits from this new 'main street'; lighting scheme that is applied to pedestrian corridors to and around William Bell, not just vehicle corridors, so the walkability of this area increases to make it feel safer, inviting and a natural connection to the walkability of Town Centre area (e.g. Chris Rendell suggested the new Dairy Queen could have pedestrian access from the rear / Paula Copeland suggested walkability maps and clearly identified pedestrian corridors as part of development package);
 - iii. Committee agreed most of these suggestions focused on commercial developments; new residential areas are more developer-shaped but to date have connected with Hampton look and feel (as that is what sells well in the community).
 - iv. Heather Libbey suggested the development of a 'Look Book' that could be shared with developers highlighting defining character elements and what we feel they help achieve; committee agreed this might be more productive for developers than restrictions of what isn't allowed.
 - v. Agreed we should develop Look Books for both residential developments and commercial with examples. Chris White to investigate with town staff.
 - vi. Committee agreed these are the things that make Hampton unique not only in appearance but in the lifestyle it engenders.
 - b. Agriculture in Hampton: Tabled until a future meeting when representatives are available to present
 - c. Housing Accelerator Fund: Chris White shared that the town was unsuccessful in its grant application. Over 500 applications from across Canada. Learning from this exercise was very valuable, however, and identified some key strategies that will be applied as we prepare for future development. Valuable process to collaborate on this application with Planning and Council.
6. **New Business:**

- a. Strategic Planning: CAO Richard Malone engaged strategic planning specialists to work with Directors and Council to bridge the gap between Municipal Plan and individual Action Plans with a Strategic Plan. Todd Beach shared one of the key results of the session was the implementation of a regular Committee of the Whole session each month to allow more open conversation between Council, Staff and the public as strategic initiatives are undertaken. These sessions will be held the 1st Tuesday of each month beginning in June.
- b. Social Media Commenting: In January and February, Council requested that social media commenting be shut off as a pilot project to address concerns around negative social media discourse. It was determined to resume comments after the pilot, with details shared defining how the town engages on social media and the time frames / detail that will be shared through that medium.
- c. Assessing Flood Adaptation Strategies: RFP was awarded to HILCON and they have begun initial engagement. Proposal included recommendations around community engagement; more info on these sessions will be shared as the project continues.
- d. Tourism Job Fair: Staff attended these sessions held by Envision SJ and Hampton High School. Very well attended. SJ Job Fair demonstrated strong interest from newcomers to work in Hampton but lack of public transportation solutions a concern.
- e. Transportation: The Fundy Regional Service Commission Transportation Committee has finalized workplans for 2025; an initial transportation roadmap is being developed. Chris White shared a small transportation pilot project for Hampton – the inclusion of a trolley service on Canada Day to ferry event attendees from key parking lots to the festivities at Town Square and the Mike Murphy Memorial Fieldhouse. UNB researcher Dr. Trevor Hanso offered to assist with data collection on ridership that day, as well as a possible survey that could be conducted.

7. Reports:

- a. Planning & Development Update: Chris White shared the new institution planned for Darlings Island has gone to provincial Assessment & Planning Appeal Tribunal.
- b. PAC Report: Chris Rendell shared that Norrad Recycling was approved for a new site adjacent to its current location.
- c. Chamber Report: AGM scheduled for May 7 at Curling Club. Additional Board members are required to fill several vacancies. SEED grant received covering full student salary for summer. A new Advocacy Committee has been created within the Board. Board reviewing a Chamber Perks app that could be used for business promotion. Paula Copeland suggested the 'Driftscape' app be reviewed to include more Hampton locations – only two currently included. Jill Ganong shared that CBDC has a new offering for businesses impacted by tariffs; approved businesses can receive up to 12-hours of consultation with CBDC experts – 16 spots available.
- d. Paula Copeland moved the adoption of the Reports; seconded by Jill Ganong.

8. **Correspondence**: None.

9. **Next Meeting Date**: May 20, 2025.

10. **Adjournment**: Todd Beach so moved at 7:42pm.

SIGNATURE: _____

Joshua Adams

DATE: _____

Aug 25, 2025