



COMMITTEE OF THE WHOLE MEETING OCTOBER 6, 2026

Council held a Committee of the Whole meeting on October 6, 2026, in the Council Chambers commencing at 6:01 pm and adjourned at 7:43 pm.

ATTENDANCE:

COUNCIL:

Mayor Robert Doucet
Deputy Mayor Jeremy Salgado
Councillor Todd Beach – Chair
Councillor Brian Fowler
Councillor Rob Barrett
Councillor Kim Tompkins
Councillor David Goucher – Vice-Chair

STAFF:

Richard Malone, Chief Administrative Officer/Assistant Clerk
Lisa Richard, Clerk
Chris White, Director of Economic Development & Tourism
Jessica Churchill, Director of Recreation
Arthur McCarthy, Director of Planning, Engineering & Development
Mark Cormier, Director of Public Works & Utilities
Kevin Breau, Director of Parks & Facilities
Riley Cosman, Communications Manager
Ruth Thorne, Communications Assistant
Rebecca Codling, Acting Finance Coordinator
Laura Macaulay, Administrative Assistant – Clerk's Office

REGRETS:

Sherman St. Germain, Director of Finance & Human Resources/Treasurer

1. CALL TO ORDER

Councillor Beach called the meeting to order at 6:01pm.

2. LAND ACKNOWLEDGEMENT

Councillor Beach recognized and paid respect to the First Nations on whose territories we live and work.

3. APPROVAL OF AGENDA

Moved by Councillor Tompkins and seconded by Councillor Fowler that the agenda of the October 6, 2026, Committee of the Whole meeting be approved as presented.

MOTION CARRIED

4. DISCLOSURE OF CONFLICT OF INTEREST

Councillor Beach asked that anyone who has a conflict of interest declare it when they reach that item on the agenda.

5. PRESENTATIONS

5.1. Chris White, Director of Economic Development & Tourism, Riley Cosman, Communications Manager, Ruth Thorne, Communications Assistant, Communications Strategy Review

Chris White, Director of Economic Development & Tourism, Riley Cosman, Communications Manager, and Ruth Thorne, Communications Assistant presented an overview of their proposed communications strategy for 2027. The identified audience for external communications consists of 9,500 residents, 11,000 Facebook followers (contributing to 2,416,069 Facebook views and a 21% follower increase for the year-to-date), and 1,808 Instagram followers. Printed communication mediums distributed include 5,350 Newsletters monthly, 5500 Community Guides annually, and 800 Visitor Guides. The strategy aims to deliver resident-centric communications to foster community, build public trust, and demonstrate the progress on Hampton's Municipal and Strategic Plan Objectives. The proposed communications strategy is comprised of the following 6-pillar methodology:

1. Focus on proactive, transparent community engagement:
 - Communicate early and regularly to build trust, keep residents informed, and encourage participation in municipal initiatives. Key activities include promoting Council engagement opportunities, local events, project updates, reports, and quarterly financial information. Council in the Community sessions have been well received, with events held on July 10 and planned for November 14 and December. Council and Committee meetings are now featured on the Community Events Calendar and social media, residents are invited to Finance sessions, and public access to CloudPermit is planned for 2027.
2. Collaborate with Staff and Council to capture communications' needs and deliver timely information:
 - Strengthen communication across departments to identify needs early and deliver timely, coordinated information. Initiatives include increased interdepartmental collaboration, quarterly "day in the life" staff features, and welcome communications for new residents through utility account setup or occupancy permits.
3. Consistency of information on all channels:

- Ensure clear, consistent messaging across all communication channels (in person, in print, online) while maintaining Hampton branding standards. New initiatives include a subscriber eNewsletter, a weekly “Week Ahead” update every Sunday, and promotion of notices on screens at Town Hall, LHRC, Summit Centre, and VIC. Physical kiosks will also be installed in all wards to provide residents with access to community event information, newsletters, guides, trail maps, and other municipal resources.
4. Reactive communications for crisis management:
 - Implement a structured and responsive crisis communications process to assess issues, define response objectives, develop consistent messaging, and designate a spokesperson. Hampton will communicate issues and resolution plans through official channels, provide timely updates to internal and external stakeholders, and ensure Council and staff have current information for consistent responses. Supporting initiatives include tracking resident inquiries, measuring public understanding and engagement, and expanding online reporting tools to better monitor the impact and urgency of community concerns.
 5. Deliver regular opportunities for community engagement:
 - Create regular opportunities for meaningful two-way engagement that encourage the exchange of ideas, gather community feedback, and strengthen partnerships between residents and the municipality. Initiatives include public presentations for community grant applications, video campaigns showcasing successful projects and Council committee volunteers, quarterly citizen surveys on Municipal and Strategic Plan priorities, and the continuation of the Council in the Community program in 2027.
 6. Measure outcomes of communication methods:
 - Establish and monitor performance targets for all communication channels, including online engagement, website usage, reception inquiry volumes, and attendance at civic events. Results will be measured quarterly and annually, with progress highlighted in the monthly Communications Report to Council. Additional efforts will focus on creating a more welcoming atmosphere at public engagements and exploring family-friendly activities to increase participation among younger residents.

The strategy emphasizes the importance of using a mix of communication methods and channels to effectively reach residents based on message objectives and audience preferences. Council Members were then provided an opportunity to ask questions and discuss the proposed communications strategy and approach.

Councillor Fowler inquired about using different mediums to meet residents where they are at. Some examples could include using Facebook audio for urgent messaging, increasing

radio messaging across multiple stations, or using podcasts as an educational tool. It was also noted that perhaps the website landing page could be revamped to make timely information more accessible to residents.

Both Councillor Tompkins and Mayor Doucet were in favour of the proposed information kiosks to be located at different locations throughout Hampton (all Wards) but noted the importance of ensuring they are well positioned and clearly labeled.

Deputy Mayor Salgado asked if staff could look at providing a short re-cap of Council highlights to residents the day after meetings take place. Also, perhaps livestreaming or recording of meetings could be considered in the future. It was noted that, to date, this initiative has not moved forward due to budget and resource constraints.

Moved by Deputy Mayor Salgado and seconded by Councillor Goucher to recommend to Council to accept the Communications Strategy as presented by the Communications Department.

MOTION CARRIED

5.2. Sherman St. Germain, Director of Finance & Human Resources, **2027 Budget Discussion**

In Sherman St. Germain's absence, Richard Malone, Chief Administrative Officer/Assistant Clerk, presented key points that shape the budget process.

An overview of the borrowing process through the New Brunswick Municipal Capital Borrowing Board (NBMCBB) was given, highlighting the application, review and coordination.

The total debt outstanding as of December 31, 2026, is projected to be \$16,856,124, and is comprised of:

General Fund - \$16,562,124

Water Wastewater Fund - \$294,000

A further breakdown of outstanding debt, along with the associated payment schedules was provided by category:

- **Transportation** – Total Debt - \$550,680 – Represents 3.27% of total debt
- **General Government** – Total Debt - \$477,000 – Represents 2.83% of total debt
- **Recreation** – Total Debt - \$13,496,000 (Summit Centre) – Represents 80% of total debt

- **Hampton Fire Rescue** – Total Debt - \$1,451,320 – Represents 8.61% of total debt
- **Nauwigewauk Fire** – Total Debt - \$587,124 – Represents 3.48% of total debt
- **Water & Wastewater** – Total Debt - \$294,000 – Represents 1.74% of total debt

Debt Service Ratio cannot exceed the maximum percentage of total debt cost divided by total expenditures. The General Fund maximum is 20%, and Hampton's current ratio is 11.8%. The Water & Wastewater maximum is 50%, and Hampton's current ratio is 5.2%.

An overview of the process to create the 2027 Budget was presented:

Step 1 – Gather Information

- Provided by Directors & Staff

Step 2 – Preparing Budget (Draft 1)

- Estimated operating costs are input into the budget template, list of enhancements reviewed and discussed with Council, capital enhancement recommendations are input into the Budget template.

Step 3 – Setting the Tax Rates

- Province provides Capital Renewing Funding, Equalization grant, Local Rate Stabilizer, Cost of Assessment amounts
- Review final proposed budget
- Resolutions of Council to approve the 2027 budgets and submit to the Province for approval by November 15th.
- Minister of Local Government to review and approve by mid January.

Arthur McCarthy, Director of Planning, Engineering and Development, presented an overview of the proposed Water & Wastewater projects, related rate increases and draft budget for 2027. An overview of the ongoing search for water project was provided, highlighting the Hampton Water Supply Feasibility (2026) study, a water supply review conducted by consultant, Fundy Engineering, to support an application to the Canada Housing Infrastructure Fund (CHIF), outlining an environmental roadmap and projected costs for Hampton. The application was submitted to cover project costs related to regulatory screening, hydrogeological investigation, concept design and environmental impact assessment. This application is still awaiting determination.

Arthur also provided an overview of the CHIF application for proposed upgrades to the Lagoon Treatment Facility, the sanitary sewer main from the Lagoon to Main Street and a sanitary sewer extension from Villa Drive to Hall Road to support future housing growth.

This application will be submitted within the coming weeks. He also presented a Committee Report outlining financial planning options for wastewater infrastructure over the next four years. Following a review of the various funding options, the recommended approach was a one-time fee increase to cover Hampton's portion of the project costs, rather than financing the improvements or implementing smaller annual increases over several years. This approach has been reviewed and approved by the Public Works & Utilities Advisory Committee.

Mark Cormier, Director of Public Works & Utilities, presented an overview of the Water & Wastewater Provisional Budget Report for 2026 and 2027 outlining total revenue and total expenditure numbers for utility-water and utility-sanitary sewer operations. It was noted that these systems are funded by the users and funds from this budget cannot be used for other purposes. Council Members had an opportunity to ask questions regarding the proposed upgrades, funding options, and associated financial impacts. Mayor Doucet noted that, even with the proposed rate increase for sanitary sewer users, Hampton's rates remain among the lowest in the province.

6. DEPARTMENT UPDATES/DIRECTIVES

None to be reviewed at this time.

7. OTHER BUSINESS

7.1. Next Meeting

Councillor Beach noted that the next Committee of the Whole meeting is scheduled for November 3rd, 2026, at 6:00 pm in the Council Chamber. Tentative discussion of the capital budget is planned, pending receipt of information from the provincial government.

8. ADJOURNMENT

There being no further business, the Committee of the Whole meeting was adjourned at 7:43 pm.

Moved by Councillor Tompkins and seconded by Councillor Barrett to adjourn the Committee of the Whole meeting of October 6, 2026.

MOTION CARRIED

APPROVED BY:



Councillor Todd Beach
Chair



Lisa Richard
Clerk

