HAMPTON
*It's our nature!*

# COMMITTEE OF THE WHOLE MEETING
# NOVEMBER 3, 2026

Council held a Committee of the Whole meeting on November 3, 2026, in the Council Chambers commencing at 4:01 p.m. and adjourned at 4:50 p.m.

ATTENDANCE:

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| COUNCIL: | Mayor Robert Doucet<br>Deputy Mayor Jeremy Salgado<br>Councillor Todd Beach – Chair<br>Councillor Rob Barrett<br>Councillor Kim Tompkins<br>Councillor David Goucher – Vice-Chair |
| STAFF: | Richard Malone, Chief Administrative Officer/Assistant Clerk<br>Lisa Richard, Clerk<br>Sherman St. Germain, Director of Finance & Human Resources/Treasurer<br>Chris White, Director of Economic Development & Tourism<br>Jessica Churchill, Director of Recreation<br>Arthur McCarthy, Director of Planning, Engineering & Development<br>Mark Cormier, Director of Public Works & Utilities<br>Kevin Breau, Director of Parks & Facilities<br>Jessie Dean, Executive Assistant to the CAO<br>Laura Macaulay, Administrative Assistant, Clerk's Office |
| REGRETS: | Councillor Brian Fowler |

## 1. CALL TO ORDER

Councillor Beach called the meeting to order at 4:01 p.m.

## 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 Goucher that the agenda of the November 3, 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. Hannah Kindred, Tourism Coordinator, 2026 Tourism Report

Hannah Kindred, Tourism Coordinator, presented an overview of the 2026 Tourism Report. The figures presented in the report represent survey data taken between May 18th and September 25th, 2026. It was noted that the Hampton Visitor Information Center welcomed 2,589 guests during the summer period, which included an estimated number of attendees from Hampton's Canada Day celebration, but did not include attendance from the Friday Night Market Series or the Covered Bridge Concert (150+ attendees). A breakdown of the visitor count by location of origin was provided as follows:

- Canada – 88.6%
- U.S.A. – 10.2%
- Other – 1.2% (UK, Netherlands, Germany, Mexico, Honduras, Brazil, New Zealand, China)

It was noted that there was a decrease in visitor traffic from the U.S.A. this year, as U.S. visitors represented 15.7% of our visitor traffic in 2025, but only 10.2% in 2026. This was further demonstrated by the Visitor's Survey, which showed visitors from only 24 States in 2026 compared to visitors from 43 States in 2025.

An overview of Gift Shop sales, participating vendors and staff was given as follows:

- Sales totalled $8,842.90
- 36 local vendors (28 returning and 8 new)
- 4 summer students worked May – August and 1 student in September

Hannah then provided an overview of how Hampton supports local businesses through the Visitor Information Centre and reviewed its operations and programming for the months of June, July and August, during which the VIC is open 7 days a week. The relaunch of the expanded Quilt Barn Tour was featured by travel blogger, Maritimes Maven, featuring 5 new locations and a new passport format. It was noted that new shoulder season programming would be coming to the VIC. Other ways in which the Town partners with local organizations to provide support were highlighted, such as developing Blue Trails resources for 2027, as well as inclusion in brochures, guides, and itineraries.

New to Hampton in 2026 were Dairy Queen, The Paper Plate, and the accessible kayak launch at the Lighthouse River Centre.

Partner Events in 2026 included:

- Fundy Winterfest
- NEW – Valentines Day Mini Market
- NEW – Ladies Triathlon
- NEW – Kids of Steel
- NEW – National Day of Indigenous Peoples
- Canada Day
- NEW – Covered Bridge Concert
- NEW – Flashback Festival
- Winter Wonderland

Coming in 2027:

- Immersive Holiday Family Movie Experience
- Astro-tourism Events & Launch of Free Community Smart Telescope Bookings
- QBT Bus Tour & Launch of new trail: "Farms to Fundy" (in collaboration with Fundy St. Martins)
- Earth Day Clean Up and Repair Fair
- New Indigenous Peoples Day Cultural Experience

It was noted that Hampton Friday Night Markets will not be continuing in 2027.

**Moved by Deputy Mayor Salgado and seconded by Councillor Goucher to recommend to Council to accept the 2026 Tourism Report as presented by the Tourism Coordinator.**

**MOTION CARRIED**

**5.2. <u>Richard Malone, Chief Administrative Officer, Strategic Plan Update</u>**

Richard Malone, Chief Administrative Officer, along with the Department Directors, presented the Q3 2026 Strategic Plan Update.

The report can be found on Hampton' website: Reports – Town of Hampton

**Moved by Deputy Mayor Salgado and seconded by Councillor Tompkins to recommend to Council to accept the Q3 2026 Strategic Plan Update as presented by the Chief Administrative Officer.**

**MOTION CARRIED**

## 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 December 1st, 2026, at 4:00 p.m. in the Council Chamber.

## 8. ADJOURNMENT

There being no further business, the Committee of the Whole meeting was adjourned at 4:50 p.m.

**Moved by Councillor Goucher and seconded by Mayor Doucet to adjourn the Committee of the Whole meeting of November 3, 2026.**

**MOTION CARRIED**

**APPROVED BY:**

**Councillor Todd Beach**
**Chair**

**Lisa Richard**
**Clerk**

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