



Yarmouth and Acadian Shores Tourism Assoc.  
932 Hwy 1 Hebron  
Yarmouth, Nova Scotia  
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Canada

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**(MINUTES - UNOFFICIAL) YASTA Board of Directors Meeting Tuesday, Nov. 15th, 2022, 1:30 pm**  
(Room 203 MODY and Online)

**This meeting will be hybrid.** Board members and partners can meet in person or online.

In-person meetings will be held at the Municipality of the District of Yarmouth Building board room located at 932 Hwy 1 Hebron.

For those that can't meet in person, you can also join us over Google Meet

YASTA Board Meeting  
Tuesday, November 15 · 1:30 – 3:00pm  
Google Meet joining info  
Video call link: <https://meet.google.com/rwj-nofi-icb>  
Or dial: (CA) +1 289-949-6604 PIN: 940 920 665#  
More phone numbers: <https://tel.meet/rwj-nofi-icb?pin=1893650301503>

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**(Minutes Unofficial) YASTA Board Meeting Nov. 15th, 2022 1:30pm.**



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**(MINUTES - UNOFFICIAL) YASTA Board of Directors Meeting Tuesday, Nov. 15th, 2022, 1:30 pm**  
(Room 203 MODY and Online)

**Attendance**

Present - Online	Councillor Patti Durkee - Municipality of the District of Yarmouth Council Rep. (Vice-Chair)	1
Absent - Regrets	Rob Stephenson - Municipality of the District of Yarmouth Industry Rep.	2
Present - Online	Rick Allwright - Municipality of the District of Yarmouth Industry Rep.	3
Present - Online	Councillor Wade Cleveland - Town of Yarmouth Council Rep.	4
Present - Online	Janice Saulnier - Town of Yarmouth Industry Rep (Online)	5
Vacant Seat	Town of Yarmouth Industry Rep.	6
Present - Online	Brian Rodney - Marketing & Promotions Levy Advisory Committee Rep. (Online)	7
Vacant Seat	MPLAC Industry Rep	8
Present - Online	Devon Cromwell - Marketing & Promotions Levy Advisory Committee Rep.	9
Present	Councillor Calvin d'Entremont - Municipality of Dist. of Argyle Council Rep. (Chair)	10
Present - Online	Roland d'Eon - Municipality of the District of Argyle Industry Rep.	11
Absent - No Regrets	Jonathan Joseph - Municipality of the District of Argyle Industry Rep	12
Present	Neil MacKenzie - Executive Director of YASTA	
Present	Greg Shay - CFO for the Municipality of the District of Yarmouth	

**Ex officio**

- Absent - Victoria Brooks - CAO Municipality of the District of Yarmouth (Ex officio member)
- Absent - Alain Muise - CAO Municipality of the District of Argyle (Ex officio member)
- Absent - Jeff Gushue - CAO Jeff Gushue (Ex officio member)

**Partners & Stakeholders**

- Absent - Mayor Pam Mood - Mayor of the Municipality of the Town of Yarmouth
- Absent - Warden John Cunningham - Warden for the Municipality of the District of Yarmouth
- Absent - Warden Danny Muise - Warden for the Municipality of the District of Argyle
- Present - Online - Mark Blinn - EDO for the Municipality of the District of Yarmouth
- Present - Allison d'Eon - CDÉNÉ Community Economic Projects Officer
- Present - Online - Natalie Smith - EDO - Town of Yarmouth

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**No. 1. Welcome by Chair**

Councillor Calvin d'Entremont chaired the meeting and called the meeting to order at 1:32 pm.

**No. 2. Additions/Approval of Agenda**

**|--Motion:** Moved by Councillor Wade Cleveland, seconded by Councillor Patti Durkee to approve the agenda with the addition of an in-camera item to discuss staff compensation. **Motion Carried**

**No. 3. Approval of Minutes from previous meetings**

3. A. [Minutes from Oct. 18th board meeting](#) (Neil MacKenzie)

**|--Motion:** Moved by Councilor Patti Durkee, seconded by Devon Cromwell to approve the minutes from the Oct. 18th YASTA board meeting. **Motion Carried**

**No. 4. Financials**

4. A. [YASTA Financials: As of October 31st, 2022](#) (Greg Shay)

*Greg Shay presented the financials to the board.*

**|--Motion:** Moved by Rick Allwright, seconded by Janice Saulnier, to approve the financials presented by Greg Shay. **Motion Carried**

**No. 5. Business**

5. A. Meeting frequency

*The YASTA CEO requested the board consider moving the meeting frequency to Bi-Monthly or Quarterly. The request was discussed.*

**|--Motion:** Moved by Councillor Wade Cleveland, seconded by Devon Cromwell, to move the YASTA meeting frequency to bi-monthly or a minimum of six meetings per year. The chair may call additional meetings at their discretion. **Motion Carried.**

**No. 6. Staff Reports**

5. A. [YASTA Organization Report Nov. 2022](#)

**|--Motion:** Moved by Janice Saulnier, seconded by Councilor Patti Durkee, to approve the YASTA Organization Report as presented by the CEO. **Motion Carried**



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**No. 7. In-Camera**

7. A. Discussion re: Staff Compensation

**|--Motion:** Moved by Councillor Patti Durkee, seconded by Devon Cromwell to move in-camera to discuss staff compensation. .  
**Motion Carried.**

*The CEO advised the board of staff performance and compensation.*

*The board requested the CEO remove himself from the meeting. The CEO removed himself from the meeting.*

*The board discussed the CEO's performance and compensation.*

*The CEO was called back into the meeting.*

**|--Motion:** Moved by Councillor Wade Cleveland, seconded by Devon Cromwell, to move out of camera. **Motion Carried.**

**|--Motion:** Moved by Rick Allwright, seconded by Councillor Wade Cleveland, to authorize the YASTA CEO to provide end-of-year performance bonuses for all YASTA full-time and part-time staff up to a maximum of two weeks' pay for each employee for 2022. **Motion Carried**

**|--Motion:** Moved by Rick Allwright, seconded by Councillor Patti Durkee, to authorize Greg Shay to provide an end-of-year performance bonus to the CEO equivalent to two weeks' pay for 2022. **Motion Carried.**

**No. 8. Date of Next Meeting**

The board agreed that the next YASTA board meeting would be **Tuesday, February 21st, 2022**

**YASTA Board Meeting (In-person & Online)**  
**Tuesday, February 21, 2023, · 1:30 – 2:30 pm**

Google Meet joining info

Video call link: <https://meet.google.com/dvx-asjo-iwz>

Or dial: (CA) +1 705-418-9458 PIN: 831 770 527#

More phone numbers: <https://tel.meet/dvx-asjo-iwz?pin=8193145106464>

**|--Motion:** Moved by Janice Saulnier to adjourn the meeting. **Motion Carried.**

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