



Yarmouth and Acadian Shores Tourism Assoc.  
932 Hwy 1 Hebron  
Yarmouth, Nova Scotia  
B0W 5Z5  
Canada

P: 902-400-0323  
F: 902-742-7557  
E: [info@yasta.ca](mailto:info@yasta.ca)  
W: [yarmouthandacadianshores.com](http://yarmouthandacadianshores.com)

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**(MINUTES Official) - YASTA Board of Directors Meeting Tuesday, February. 21st, 2023, 1:30 pm  
(Room 203 MODY and Online)**

This meeting will be a 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 at 932 Hwy 1 Hebron.

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

**YASTA Board Meeting (In-person & Online)**

Tuesday, February 21 · 1:30 – 2:30 pm

Google Meet joining info

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

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

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

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**MINUTES - YASTA Board Meeting Feb. 21st, 2023 1:30 pm.**



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**Attendance**

Present	Councillor Patti Durkee - Municipality of the District of Yarmouth Council Rep. (Vice-Chair)	1
Present	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	Devon Cromwell - Marketing & Promotions Levy Advisory Committee Rep.	9
Absent - Regrets	Councillor Calvin d'Entremont - Municipality of Dist. of Argyle Council Rep. (Chair)	10
Present	Roland d'Eon - Municipality of the District of Argyle Industry Rep.	11
Present	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
- Absent - Natalie Smith - EDO - Town of Yarmouth

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**No. 1. Welcome by Chair**

Councillor Patty Durkee chaired the meeting and called the meeting to order at 1:30 pm.

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

**|--Motion:** Moved by Roland d'Eon, seconded by Rick Allwright to approve the agenda with the addition of hiring seminar info. **Motion Carried.**

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

3. A. [Minutes from Nov. 15th Board Meeting](#) (Neil MacKenzie)

**|--Motion:** Moved by Rob Stephenson, seconded by Devon Cromwell to approve the minutes from the Nov. 15th board meeting. **Motion Carried.**

**No. 4. Financials**

4. A. [YASTA Financials as of Jan. 31st, 2023](#) (Greg Shay)

**|--Motion:** Moved by Jonathan Joseph, seconded by Devon Cromwell to approve the financials as presented. **Motion Carried.**

**No. 5. Business**

**For information**

5. A. [Dept. of Public Works - Ferry Impact Information Request](#)

5. B. [Nova Scotia Government Ferry Impact - Request for information Response](#)

5. C. [Tourism Nova Scotia - Voice of the Visitors Survey 2023](#)

5. D. [YASTA Ford Escape Recall](#)

**Action Required**

5. E. [Yarmouth Seaport Inc. Candidate Recommendation](#)

**|--Motion:** Moved by Councillor Wade Cleveland, seconded by Rob Stephenson, to nominate Neil MacKenzie to The Yarmouth Seaport Inc. for consideration as a board member. **Motion Carried**

5. F. [Visitor-Based Assessment Legislation](#)

i. [Canadian Destination Leadership Council \(formally DMAC\) - Visitor-Based Assessment Study](#)

**|--Motion:** Moved by Rick Allwright, seconded by Wade Cleveland to strike a committee to assist in the transition to the new provincial levy legislation. **Motion Carried.** (*Rick Allwright agreed to serve on the committee.*)

**|--Motion:** Moved by Jonathan Joseph, seconded to Roland d'Eon to contact MPLAC reps to determine if a representative can serve on the levy transition committee. **Motion Carried.**

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**No. 6. Staff Reports**

- 6. A. [YASTA Organization Report](#) February 21st, 2023

**|--Motion:** Moved by Jonathan Joseph, seconded to Devon Cromwell to approve the YASTA Organizational Report.  
**Motion Carried**

**No. 7. Correspondence**

- 7. A. [Ginette Petitpas Taylor, Minister of Official Languages of Canada re: Canadian Tourism Awards](#)
- 7. B. [Beth Porter - Re: Canadian Tourism Awards](#)
- 7. C. [Pam Mood \(Town of Yarmouth\) - Re: Canadian Tourism Awards Business Event Nomination \(TMAC 2022\)](#)

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

The board agreed that the next board meeting would be Tuesday, April 18th at 1:30.

**YASTA Board Meeting**

**Tuesday, April 18 · 1:30 – 3:00 pm**

Google Meet joining info

Video call link: <https://meet.google.com/oiu-yumd-vam>

Or dial: (CA) +1 613-778-1920 PIN: 250 659 648#

More phone numbers: <https://tel.meet/oiu-yumd-vam?pin=5644066575977>

**|--Motion:** Moved by Roland d'Eon to adjourn the meeting. **Motion Carried.**

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