



TOWN OF OXFORD  
Committee of the Whole Meeting  
Town Hall – Council Chambers  
Monday, 1 April 2019  
6:00 PM

## AGENDA

1. Call to Order
2. Approval of Agenda
3. Approval of Previous Minutes
  - 3.1 Committee of the Whole - 5 March 2019
4. New Business
  - 4.1 Multi-year Capital Budget Planning Policy – Paul Wills, MFC
  - 4.2 RFD #007-2019 Wild Blueberry Capital of Canada Trademark
  - 4.3 CAO Report/Update
5. Correspondence
6. In Camera
7. Adjournment

## Minutes of the Committee of the Whole Meeting

Place: Council Chambers  
Date: Tuesday, March 5, 2019  
Presiding Officer: Mayor Patricia Stewart  
Councilors present: Councilors Brenton Colborne, Dave Clark, Dawn Thompson, Rick Draper, Wendy Sweet-Kontuk (arrived late) and Wade Adshade  
Councilors absent: NIL

A quorum was present throughout the meeting.

Staff in attendance: Rachel Jones, CAO  
Linda Cloney, Deputy Clerk (recording secretary)  
Call to order: Mayor Patricia Stewart called the meeting to order at 6:00 pm

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Agenda item	Discussion and Decisions
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2. Agenda	Amendment: add 5.11 CJSMA Budget
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**It was moved and seconded that the agenda of the Committee of the Whole Meeting of March 5, 2019 be approved as amended.**

**Motion Carried**

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3. Presentations	<p>Oxford Fire Department MFR Application – Kenneth Hickman</p> <ul style="list-style-type: none"><li>• Mayor Trish Stewart recognized and congratulated Kenneth Hickman as the Town of Oxford’s Volunteer of the Year.</li><li>• Kenneth Hickman presented to Council the Oxford Volunteer Fire Department’s (OVFD) request to apply to be a Medical First Responder (MFR) department</li><li>• The OVFD thought they were already registered with Emergency Health Services (EHS) as a MFR responder for time sensitive calls and motor vehicle accidents, but have determined that they are not</li><li>• If the OVFD registers as an EHS MFR department they receive initially \$1500.00 from EHS and also another \$150.00 up to \$300.00 per year for training people to MFR standards. The OVFD would also receive medical supplies such as an automated external defibrillator (AED) and other supplies they may need.</li><li>• If the OVFD was registered with EHS they would automatically fall under their insurance whenever they respond to a medical call.</li><li>• Refresher training will be free for those members that are already trained as an EHS MFR to keep members updated.</li><li>• As of March 23, 2019 they will have fourteen members trained as an EHS MFR.</li><li>• The OVFD is recommending to become a level 6 – the level 6 means the OVFD will respond when they are called for time critical calls and motor vehicle accidents. The OVFD will not be called for a lift assist.</li><li>• Since January 1, 2019 the OVFD had seventeen calls – two calls were fire, five calls were motor vehicle accidents and ten calls were medical.</li></ul>
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- The OVFD have twenty-seven full time members and three spares.
- Mayor Stewart commented that we should look at the ambulance service in our area and that every time the fire trucks leave the fire department it costs our residents tax dollars. Also the Municipality of Cumberland County should assist with the cost as there are calls that the OVFD respond to that are within the Cumberland County boundaries.

In response to several questions, Deputy Chief Hickman provided the following information:

- Call rates are expected to go down;
- OVFD would only get called if the ambulance is not available or delayed;
- OVFD would need to take a fire truck to an MFR call as that is what their MFR gear is on;
- some Fire Departments have rescue vehicles and some Fire Departments are the same as the OVFD and use a pumper tanker;
- MFR calls will be within their jurisdiction which is anywhere from in the Town of Oxford to Amherst, Collingwood, Westchester, Pugwash and all the surrounding areas;
- In the case of a fire call while already responding to an MFR call, only one truck would be dispatched for a medical call, two trucks for a motor vehicle accident, and if they are on a call or responding to a call they then rely on mutual aid from other Fire Departments;
- additional costs to the department and Town are not expected.
- The OVFD needs a letter of support from the Town of Oxford as part of the application process.
- Mayor Stewart thanked Mr. Hickman for his time for the presentation and that Council will make a decision and then will let Mr. Hickman know.

Mr. Hickman reported to Council the details on Truck 5.

- Truck 5 is approximately 31 – 32 years old.
- The body on Truck 5 is starting to deteriorate.
- Truck 5 has a pump problem – this is why they took Truck 5 out of service except for shuttling water and also medical calls.
- the inspection is current, the problem is that they cannot use it for firefighting service.
- The last quote the OVFD received several years ago was \$11,000.00 for just the pump.
- One of the problems of the truck is that it has a 850 pump and the National Fire Protection Association (NFPA) standards says it has to be a minimum of a 1050 pump to pump water for an interior attack. If we fixed the current pump it would not be up to standards for an interior attack. To put a new 1050 pump on it they would need to change the transmission on it as well.
- The OVFD recommends to replace Truck 5 with a walk in rescue truck, which would allow the placement of their medical supplies to respond to MFR calls without tying up a truck that has firefighting capacity.
- The OVFD has priced a few of them and they could get a second hand one from other Fire Departments for approximately \$57,000.00.

- the last time they put a truck up for sale and took it to auction they retrieved \$800.00. The OVFD was considering using Truck 5 as a practice truck to teach firefighters how to pump.
- Deputy Mayor Draper commented that we could speak to our MLA about the possibility of seeing if there is any existing funding available to assist us.
- Councillor Thompson asked if Mr. Hickman could cost out leasing costs as well when researching quotes for a rescue truck.

Following this presentation Mr. Hickman left the Council Meeting.

Council had discussion regarding the Oxford Volunteer Fire Department request for a letter of support to register with the Emergency Health Services as a Medical First Responder and staff was directed to write a letter of support.

Council had discussion regarding Truck 5 and a rescue truck, it was decided that this would be part of the budget process.

**4. Approval of Previous Amendment: to correct the signature line - Rick Draper as Deputy Mayor Meeting**

**It was moved and seconded that the minutes of the previous Committee of the Whole Meeting dated February 4, 2019 be approved as amended.**

**Motion Carried**

**5. New Business**

**NSFM: Council Compensation Adjustment**

- a copy of the letter from NSFM regarding the follow up to 2018 recommendation on Council Compensation Adjustments is filed with the Committee of the Whole Package.

**It was decided to readdress the Council Compensation Adjustment during the last year of Council's term and consider a policy going forward for any compensation changes.**

**5.2**

**RFD #006-2019 Inspection Services Appointments**

- a copy of the Request for Decision Inspection Services #006-2019 is filed.

**It was moved and seconded that Committee of the Whole recommend to Council to appoint the following employees of the Municipality of the County of Cumberland for the following inspection services:**

**David Buell, Fire/Building Inspector; Monty Maddison, Building Inspector; Thomas Trenholm, Fire/Building Inspector; Melissa Siddall, Fire/Building Inspector and Steve Varner, Building Inspector.**

**Further, that the Town appoint the following Bylaw Enforcement Officers: Ron Moore, Bylaw Enforcement; Jamie Spicer, Canine Control/Bylaw Enforcement; Terry Hoeg, Bylaw Enforcement.**

## Motion Carried

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- 5.3                    **Financial Management Capacity Workplan Update**
- Currently working on a financial report for council.
  - Rachel Jones, CAO is meeting Shelley Rector, Director of Corporate Services for the Town of Amherst to discuss financial management services.
  - The Town of Amherst is putting together a proposal for the Town of Oxford for these services.
  - Additional modules and migration with TownSuite would cost approximately \$34,000.00. This is a mostly one-time fee except for annual user licenses.
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- 5.4                    **REMO 2018/19 Budget Projection and Draft 2019/20 Budget**
- a copy of the REMO 2018/19 budget projection and draft 2019/20 budget is filed.
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- 5.5                    **Town-owned Properties: Special Arrangements, Operating Costs – Discussion**
- Councilor Clark asked what special arrangements we have with some of our properties.

CAO Rachel Jones commented that any property that the Town owns, the Town pays the taxes. This includes the Medical Centre, Oxford Pioneer Heritage Club, Theatre, Fire Department and the Arena. We are also responsible for the repairs and maintenance, unless we have worked out a special agreement.
  - Councilor Draper commented that should have an agreement drawn up on each building as in who is responsible for what, and that having an external analysis done for all our facilities to determine needs and capital repairs.
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- 5.6                    **CED – Recommendations and Guidelines for Business Entrance Signage**
- a copy of the CED recommendations and guidelines for business entrance signage is filed.
  - Councilor Draper asked if there was an opportunity we could receive a small fee from the businesses for putting their signs up?

Councillor Thompson commented that businesses may not put their signs up if there was a fee and suggested that if a business pays for advertisement at our arena then the Town of Oxford would put their business sign up for free at the entrance sign.
  - Councilor Clark commented that he was concerned about incorporating the Pantone 072 Blue into the corporate signs.

Councillor Thompson suggested to make the background blue and white and then the company logo would be added.
  - Councilor Colborne asked if the signs that are along the highway now do not meet the standard size, they would be removed.

CAO Rachel Jones commented that yes it would need to be removed.
  - Mayor Stewart mentioned that all the service signs would be on a separate sign to keep them all together and within the sign bylaw.

It was moved and seconded that Committee of the Whole recommend that Council accept the recommendations and guidelines for the Business Entrance Signage as presented along, making the background for the signage blue and white with the company logo applied over top.

**Motion Carried**

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5.7 **Budget Planning Process and Timing**  
• March 25, 2019 at 6:00 pm is scheduled to be the initial draft budget meeting.

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5.8 **Hot Patching**  
• Discussion on the difference between hot patching and cold patching the pot holes.

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5.9 **Department Heads meet with Committee of the Whole - Discussion**  
• Committee of the Whole would like to invite the Department Heads to a Committee of the Whole meeting as required to have an update on their department and to share ideas.

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5.10 **Joint Councils Terms of Reference**  
• A copy of the Joint Councils Terms of Reference is filed

It was moved and seconded that Committee of the Whole recommend to Council approve the Joint Councils Term of Reference as presented.

**Motion Carried**

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5.11 **Cumberland Joint Services Management Authority Budget**  
• a copy of the Cumberland Joint Services Management Authority Solid Waste Services Draft 2019/2020 Budget is filed.

It was moved and seconded that Committee of the Whole recommend to Council to approve the Cumberland Joint Services Management Authority Solid Waste Services Draft 2019/2020 Budget as amended to Council for final approval.

**Motion Carried**

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6. Reports

6.1 **Arena Committee – Councilor Colborne**  
• Hunting and Fishing Show is May 25 and May 26, 2019  
• Terms of Reference are being drawn up for the Oxford Arena Committee  
• The tape on the ceiling of the arena is coming off – we may need to tender  
• There will be no antique car show for this year

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6.2 **Tourism a Strategic Planning- Councilor Draper**  
• working on the strategic plan for the tourism committee

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6.3 **Policing discussions with Amherst – Councilor Draper and CAO Jones**  
• in discussions with the Town of Amherst regarding policing services.

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6.4 **Oxford Pioneer Heritage Club – updates to building discussion – Councilor Thompson and Councilor Colborne.**  
• The Oxford Pioneer Heritage Club needs a floor

• CAO Rachel Jones is meeting with the Oxford Pioneer Heritage Club tomorrow.

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6.5 **Cumberland Public Library Minutes**  
• a copy of the minutes is filed

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6.6 **Cumberland Municipal Alcohol Project Committee Minutes – Councilor Clark**  
• a copy of the minutes is filed  
• vaping is an issue in the schools

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7. Correspondence NIL

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8. In Camera **In Camera – Union Contract**

**At 8:00 pm, it was moved and seconded to go in-camera to discuss human resource issues**

**Motion Carried**

**At 8:18 pm, it was moved and seconded to come out of in-camera and resume the regular Council meeting.**

**Motion Carried**

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9. Adjournment Deputy Mayor Draper advised Council the next regular meeting for Oxford Town Council is scheduled for March 18, 2019 and the next Committee of the Whole Meeting is April 1, 2019 at 6:00 pm in the Council Chambers.

**It was moved and seconded that the meeting be adjourned.**

**Motion Carried**

**The meeting was adjourned at 8:20 p.m.**

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Patricia Stewart, Mayor

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Linda Cloney, Recording Secretary

# Town of Oxford

## Multi-Year Capital Plan Policy

Effective Date:

Approval by Council Resolution:

### Statement

1. The Town of Oxford is committed to ensuring the effective management of its capital assets. A prudent multi-year capital plan is used to identify and prioritize expected needs based on the municipality's long-term strategic goals.
2. The identification and reporting of tangible capital assets upholds Public Sector Accounting Board (PSAB) standards. Under the Canada-Nova Scotia Agreement on the Transfer of Federal Gas Revenues, municipalities in Nova Scotia must also submit a Capital Investment Plan (CIP) annually to be eligible for funding. The CIP is not a substitute for a multi-year capital plan; rather, it complements the Town's long-term planning for its capital needs.
3. Any previous policy on this subject matter is hereby fully repealed and replaced.

### Policy Objectives

4. The objectives of the Multi-Year Capital Plan Policy are to:
  - a) Support the Town of Oxford's long-term strategic goals;
  - b) Promote good infrastructure management to ensure basic health and safety for citizens;
  - c) Maximize the economic potential and attractiveness of the municipality;
  - d) Reduce future operating costs and avoid higher replacement costs and unforeseen infrastructure failures in the future;
  - e) Improve collaboration on projects with other levels of government and various public and private stakeholders with the aim of maximizing financing, funding, and grants;
  - f) Uphold PSAB standards;
  - g) Meet the requirements of the Canada-Nova Scotia Agreement on the Transfer of Federal Gas Revenues.

### Policy Principles

5. A capital plan shall be prepared for all municipal infrastructure for the Town of Oxford, including but not limited to: water, sewer, transportation, sanitation, and other essential public services. It will establish project scope and costs, detail



estimated amounts of funding from various sources, and project future operating and maintenance costs.

6. The capital plan shall be developed using the following steps:
  - a) Establish goals and objectives
  - b) Use asset management tracking and reporting system to support and encourage long term municipal planning and provide effective stewardship of infrastructure assets to maximize benefits
  - c) Estimate fiscal capacity (ex: using the Debt Affordability Model)
  - d) Prepare information about proposed capital projects
  - e) Evaluate against policy criteria for capital projects
  - f) Create multi-year capital plan
  - g) Finance capital acquisitions
  - h) Assess impact on tax rates
  - i) Implement annual capital budget
  - j) Monitor plan results
7. The plan shall differentiate between capital and operating expenditures. Capital projects are hereby defined as projects, equipment and acquisitions that the meet Financial Reporting and Accounting Manual (FRAM) Guidelines. Eligible projects are any that receive Council approval and are allowed under the Municipal Government Act.
8. The Chief Administrative Officer shall coordinate the projection of expenditures and revenues. Department Heads shall be responsible for providing updated forecasts.
9. Final approval of the capital plan shall be the responsibility of Council.
10. The planning period shall be over a minimum period of five years and reviewed annually as part of the budget process. The following timeline is suggested in conjunction with regularly scheduled Council Committee meetings. Council may wish to set aside time for other special Council Committee meetings at any stage within the proposed time frame.
  - a) *December* - Send notice to Council and staff of capital budgeting process, with request to identify new projects for January Council Committee of the Whole.
  - b) *January* - Review and discuss status of existing projects at Committee of the Whole. List and identify new projects submitted by Council and staff. At this stage, Council identifies which projects should proceed to be costed by staff and

provides direction on which projects are to be brought forward in the budgeting process.

- c) *February* - Staff reviews the current capital budget approvals and the preliminary capital list of new projects by reporting estimated project costs based on industry standards; length of time to complete these projects; estimated new annual operating costs, if any; and identification of potential funding sources for each project. Council prioritizes these projects and identifies proposed year of project commencement.
- d) *March* - From direction at the February Council meeting, staff proposes the capital budget for discussion, concentrating on the new projects. At March Council meeting, Council approves the capital budget.

11. The following acquisition and procurement criteria shall be used to evaluate the capital needs of the Town of Oxford:

- a) *Legal requirements* - These projects are funded based on the need to comply with legally mandated requirements established by the federal, provincial, or the municipal government. They may be required because of agreements with other government agencies to meet current codes, ordinances, or health and safety issues.
- b) *Asset rehabilitation* - These types of projects demand funding for improvements necessary to the functioning of facilities or infrastructure. This criterion measures the extent that a facility or infrastructure has deteriorated and needs improvements relative to the overall condition of similar structures. Examples include but are not limited to: bridge repairs, storm water infrastructure improvements and repairs, and roadway resurfacings.
- c) *Efficiency improvements* - This criterion measures whether the completed projects will increase efficiency or result in overall cost savings to the municipality. Such projects may benefit a greater number of people or more efficiently and effectively provide and support the defined functional requirements of the intended use. An example includes but is not limited to: renovation to offices, layout or workspace within a building.
- d) *Revenue producing* - Projects that would fall under this criterion would generate additional revenues to the Town. Projects of this nature show an overall return on investments and should be measured for the risk involved. The criterion also measures the number of people who will benefit from the project, both directly

and indirectly, and the associated costs versus revenues generated. Elements considered in the rating include the project type and overall community needs. Examples include but are not limited to: a community centre or a public park.

- e) *Service improvements* - These types of projects demonstrate an increase in delivery capability when completed. This criterion can also measure the number of people served and the benefit derived from a project. Projects that involve replacements and renewals that bring facilities up to Council's standards would fall under this category.
  - f) *Service/space expansions* - These projects would result in the expansion of space to serve the needs of the community. Examples include but are not limited to: renovations, additions, expansions, or new construction of recreation centres, fire stations or policing facilities.
12. The capital budget will show the sources of funding. Based on priorities, Council may wish to seek Federal and/or Provincial infrastructure funding and make approval of this source of funding a pre-requisite for proceeding on a project. Funding may potentially come from the following sources:
- a) Expended against general operations in one year;
  - b) Borrowing from the Nova Scotia Municipal Finance Corporation;
  - c) Transfers from operating surplus, operating reserve(s), capital reserve(s), or other special reserves established by Council for capital projects, equipment or acquisitions;
  - d) External sources, such as Federal or Provincial infrastructure programs.

### **Application**

13. This policy applies to all long-term capital borrowing of the Town of Oxford.



**REQUEST FOR DECISION**  
**Right to terms Wild Blueberry Capital of Canada and/or**  
**Wild Blueberry Capital of the World**  
**RFD #007-2019**

Date: 13 March 2018	Subject: Rights to the terms <i>Wild Blueberry Capital of Canada</i> and/or <i>Wild Blueberry Capital of the World</i> .
Proposal Attached:	Submitted by: Ruthie Patriquin, CED Officer

Proposal:	Secure the rights to the term, “Wild Blueberry Capital of Canada” and “Wild Blueberry Capital of the World”.
Background:	Oxford is using the term, “Wild Blueberry Capital of Canada” to promote the Town. Through the (now defunct) CED Committee, interest was expressed in trademarking this term as well as Wild Blueberry Capital of the World. Council discussed trademarking in March 2018. The issue was never fully explored as to costs or the different options available to secure this terminology.
Benefits:	By securing the name in Canada, no one else in Canada may legally use it. Having full rights to it allows us to confidently use the term on all of our written materials and marketing/promotional initiatives.
Disadvantages:	Costly to secure May be expensive to enforce (legal fees/staff time) if others infringe on it.
Options:	1.Trademark: 2.Official Marks: Donna MacEwan, a trademark agent with McInnes Cooper, Moncton, has informed our lawyer that the Town may only need an “official mark”. She suggests that the “only difference is that, if the mark is infringed by a third party, your only remedy is an injunction rather than an injunction and damages”. Official marks are an option for “public authorities” such as municipalities. See undated printed attachment found through an Internet search, “Official Mark or Trademark”. <a href="https://www.lilaw.ca/downloads/Official%20Mark%20or%20Trademark.pdf">https://www.lilaw.ca/downloads/Official%20Mark%20or%20Trademark.pdf</a>

<p>Required Resources:</p>	<p>Trademark: Cost is yet to be determined, however from other sources it appears to be greater than the Official Mark cost, and takes longer.  Official Mark: estimated cost (Donna MacEwan, May 2018, \$1500 plus HST in legal fees and \$500 in government fees.) *This quote was based on securing one name only.</p> <p>Cost of renewing Trademark after 15 years.  Cost of renewing Official mark  Cost of staffing to monitor and enforce  Cost of legal fees to enforce</p>
<p>Source of Funding:</p>	<p>CED Budget</p>
<p>Sustainability Implications: (Environmental, Social, Economic and Cultural)</p>	<p>Contribution to successful marketing of the Town of Oxford, provides significant pride in place for residents and businesses, and contributes to a focus for building on our vision for the community moving into the future.</p>
<p>Workplan Implications (now/future):</p>	<p>Staff time to communicate/meet with lawyers, complete paperwork, etc.  Staff time to monitor and deal with infringements, if any.</p>
<p>Communication Plan:</p>	<p>If secured, the Town could issue a press statement noting that we proudly have the designated mark or trademark. This can generate much pride in place for our businesses and residents.</p>
<p>Staff Comments/ Recommendations:</p>	<p>If Council is interested in securing the term, “Wild Blueberry Capital of Canada” and/or “Wild Blueberry Capital of the World”, I recommend that they determine if trade-marking the term “Wild Blueberry Capital of the Canada” (or registering it as an official mark) will secure other similar terms. There are also the terms “Blueberry Capital of Canada” and “Blueberry Capital of the World” to consider. In trademark literature found through an Internet search there is reference to <i>a very similar mark</i> being covered by the trademark/official mark. This would have to be confirmed by legal counsel. If one trademark/legal mark will not cover all terms, Council will need to determine if they are ready to invest in securing all terms.</p> <p>Other considerations:  -Canadian Trademarks may not be enforced in other countries.  -Some Internet literature suggests that the fact that Oxford is not currently using the term, “Wild Blueberry Capital of the <i>World</i>” may interfere with securing it.</p> <p>The following found through an Internet search shows examples of the use</p>

	<p>the terms mentioned above:</p> <ul style="list-style-type: none"> <li>• ACOA, in the attached article, refers to the Atlantic region as the wild blueberry capital of the world. <a href="http://www.acoa-apeca.gc.ca/eng/publications/ResearchStudies/Pages/AgricultureandAgri-foodProductioninAtlanticCanada.aspx">http://www.acoa-apeca.gc.ca/eng/publications/ResearchStudies/Pages/AgricultureandAgri-foodProductioninAtlanticCanada.aspx</a></li> <li>• Maine calls itself the Wild Blueberry Capital of the World; Cherryfield, Maine, calls itself the Blueberry Capital of the World. Hammonton, New Jersey called itself the Blueberry Capital of the World.</li> <li>• Oxford is most often referred to as the Wild Blueberry Capital of Canada and the Blueberry Capital of Canada. For example, NS Wild Blueberry Association and Select NS say that Oxford is the Wild Blueberry Capital of Canada.</li> </ul>
<p>CAO's Review/ Comments:</p>	<p>Looking for further clarification and direction from Council as to which option to pursue and the complete list of terms that should be included.</p>

CAO Initials: RLJ

Target Decision Date: 15 April 2019



**Lisa C James LLB LLM**

Intellectual Property Law

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## Official Mark or Trademark

When should a 'public authority' consider registering a trade-mark instead of an Official Mark?

Item	Official Mark	Trade-Mark
<b>What is it?</b>	<p>An Official Mark (also called a <i>Prohibited Mark</i>) is a word, symbol, slogan or logo used by a 'public authority'. The Trade-marks Act prohibits others from using an Official Mark in trade or any word-mark or logo that might be mistaken for an Official Mark.</p> <p>The filing of Official Mark notice operates as a to prevent others from using the word, symbol or logo.</p>	<p>A registered trade-mark is a word, symbol or design, or a combination of these, used to distinguish the goods or services of one person or organization from those of others in the marketplace.</p> <p>Registered trade-marks are valuable assets</p>
<b>Who can own it?</b>	<p>An Official Mark isn't registered or owned in the way a trade-mark is.</p> <p>An Official Mark is really a public notice that a public authority is claiming protection of a mark.</p> <p>An Official Mark notice may be filed by a 'public authority' including a municipal corporation. Registered charities often have Official Marks too.</p>	<p>Anyone.</p>
<b>What does it accomplish?</b>	<p>An Official Mark can be enforced to stop others</p>	<p>A registered trade-mark gives the exclusive right to use the mark in Canada with</p>



	<p>from using the Official mark or very similar marks in trade.</p> <p>(1) If someone else in Canada tries to file a trade-mark application for a mark that looks a lot like either Town logo, the Trade-marks Office may 'cite' your Official Mark against that person's application and effectively stop it.</p> <p>(2) If you become aware of someone using the Town's logos without authority, for t-shirts say, you can get a court order to stop it.</p>	<p>specified wares and services. Registered trade-marks allow the owner with a broad set of weapons.</p> <p>A registered trademark owner may not only stop other parties from using the trade-mark or a confusing similar trade-mark, but may also sue for <i>damages</i> for infringement, recover infringing goods, require the destruction of infringing goods, among other things.</p> <p>Let me show you the difference with an example: Let's say the Town has concerns about people making and selling t-shirts with the Bracebridge heart logo without the Town's authority. An Official Mark would allow you to get a court order to stop them; a registered trade-mark would allow you to not only stop them, but to have the infringing t-shirts destroyed and to seek money damages from the infringer as well.</p>
<b>What is the process?</b>	<p>Filing of Official Notice with Trade-marks Office</p> <p>Advertisement of Official Notice in Canadian Trade-marks</p>	<p>Filing Trade-mark Application</p> <p>Examination by TM Office</p> <p>Advertisement in Canadian TM Journal</p> <p>(Opposition may be filed by third parties)</p> <p>Registration</p>
<b>How long does it take?</b>	2-4 months	2 years, if unopposed
<b>Certificate Available?</b>	No	Yes
<b>Cost</b> - per logo	\$1000.00* inclusive	\$2500.00 base fee





# Town of Oxford Council Update

*Submitted by*

Rachel L. Jones, NACLAA, CMM  
Chief Administrative Officer



Council Update  
 Submitted by: Rachel L. Jones, NACLAA, CMM  
 Date: April 1, 2019

<b>Project Title:</b>	Policing Review with Cumberland County	<b>Lead:</b>	CAO
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<b>Project Description</b>	Council has requested a review of the policing costs and associated services from the RCMP for the Town.
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<b>Progress to Date</b>	<p>Department of Justice and the RCMP made a presentation to Cumberland and Oxford Councils on March 18<sup>th</sup> on their work to complete the policing services model review. Several options were presented for consideration. As part of Oxford's review on policing services, initial discussions have taken place with the Town of Amherst to determine if their municipal police service could provide service for our community.</p> <p>We are awaiting a draft response from the Town of Amherst to determine if this is at all feasible for either Town. From there, Cumberland County will be better informed as to what options they would consider based on where Oxford is within the larger region for policing requirements.</p>
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<b>Project Title:</b>	Funding Application for Sinkhole	<b>Lead:</b>	CAO
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<b>Project Description</b>	The Oxford Sinkhole is a natural occurrence that has been known since July 2018. It currently measures approximately 40 feet across and is located at the back of the parking lot on the Oxford Lions Club property. While activity at the site has been relatively quiet over the winter months, the ground continues to be unstable. It is unknown as to the extent of the depth of the sinkhole or how far under the ground it may extend. Also unknown is the stability of the ground under the parking lot and closer to public infrastructure including water and sewer lines, Main Street, and adjacent businesses.
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<b>Progress to Date</b>	The Town issues an RFP in order to find appropriate expertise to complete additional geophysical testing to answer many of these questions. One firm has been identified and negotiations have begun to form a contract to complete testing and provide a report on the state of the property and surrounding area. A formal request for financial assistance was submitted to the Province of Nova Scotia's Department of Municipal Affairs on 20 November 2018. In a response
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**Council Update**  
 Submitted by: Rachel L. Jones, NACLAA, CMM  
 Date: April 1, 2019

from Minister Porter on December 12<sup>th</sup>, the Province has agreed to fund up to 50% of the project costs, in the amount of \$68,600.

Further funds are being sought for the other half of the funding and it is anticipated that we should know within the next few weeks if an application is approved. A full testing program cannot move forward without funding, however the firm that has been chosen to do any further testing is willing to work with the Town with whatever funding level is available. Essentially, some testing and information may be better than none.

Cumberland REMO Coordinator Mike Johnson is facilitating a key stakeholders meeting for April 2<sup>nd</sup> to address what contingency plans essential services have in place in the event that Main Street becomes compromised and/or impassable. The spring thaw is expected to result in some activity at the sinkhole and it will be monitored as the frost leaves and the weather changes to warm and potentially rainy spring months.

**Project Title:** Water Rate Study      **Lead:** CAO/PW Director

**Project Description** The Town’s water utility is governed by the Nova Scotia Utility and Review Board (NSURB). Approximately every three years, water utilities go through a formal review of the rate structures, capital work that is required, and any other individual circumstances that may require review and/or support through the water rates. The Town of Oxford’s last review was in 2015 and, as such, a review is required to set rates for the subsequent three years, beginning immediately.

**Progress to Date** Work has progressed over the winter in collecting financial information and planning out capital projects for the next water rate review. Consultants Gerry Eisener and Blaine Rooney have put together a draft proposal and will present it to Town Council at the regular Council meeting in April. A full discussion of the financial status, proposed water rates, and capital planning for the utility will take place at that time. The proposed document will then be filed with the NSURB and a hearing date will be scheduled. It is anticipated that new rates for our water customers will be in place for October 1, 2019.



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 Submitted by: Rachel L. Jones, NACLAA, CMM  
 Date: April 1, 2019

<b>Project Title:</b>	Provincial Financial Reporting	<b>Lead:</b>	CAO
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<b>Project Description</b>	Each year, there are several specific financial reports that must be completed by each municipal unit and provided to the Province. This is in part to provide current financial information, but also is the trigger for the Province to release all grants and other funding that is to be received by the municipality.
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<b>Progress to Date</b>	Typically, this function falls within the scope of a Director of Finance. As such, these reports are entirely new for me and can be challenging to complete, not only from an accounting perspective but also from technical and IT deficiencies. Working with staff at the province, the reporting was completed which allowed for our Gas Tax, Equalization, and Grant in Lieu funds to flow through to us before year end.
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<b>Project Title:</b>	Community Signage	<b>Lead:</b>	CAO/EDO
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<b>Project Description</b>	As part of the work plan for the Economic Development Officer, community and business signage were issues identified that needed attention for Oxford.
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<b>Progress to Date</b>	Town Council has seen several reports and requests around signage guidelines and ideas. Working with the EDO has been a priority to develop consistent and attractive signage to utilize the current year's budget and make significant changes to enhance wayfinding and business directory signage. Part of each week over the last several months has been occupied with this initiative.
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<b>Project Title:</b>	Municipal Physical Activity Leader (MPAL)	<b>Lead:</b>	CAO/MPAL
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<b>Project Description</b>	The Town of Oxford has an Agreement with the Province of Nova Scotia that partially funds this position. The purpose is intended to hire qualified leadership to support the development and implementation of a comprehensive plan to
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 Date: April 1, 2019

encourage physical activity for all sectors in our population.

**Progress to Date** As direction for the Recreation Director/MPAI, a new strategy that provides direction on desired outcomes has been released by the Province and a public consultation process will be forthcoming. Meetings have been held to discuss the process and roles and responsibilities for this, and an external consultant has been brought into the workplan by the Province to assist in this process.

**Project Title:** Financial Management Planning **Lead:** CAO/Deputy Clerk

**Project Description** The Town needs a solid financial management plan, oversight services, and consolidation of its financial management software systems.

**Progress to Date** As previously discussed, the Town is under-resourced as it relates to financial management. Our operations have included two separate computer software systems that do not integrate with each other, staff shortages that hampers segregation of duties, and significant/substantial financial oversight for accounting practices. The Town of Amherst has been cooperatively working with us in order to determine our strengths and weaknesses, and to ensure that we are better able to close out our 2018/19 fiscal year in the best way possible. Much of this work to date has identified areas within our systems that need to be clarified and confirmed for accuracy, found discrepancies around reporting and coding transactions to properly represent our expenditure and revenues, and areas where additional training for staff will be necessary.

We have also been working with a local bookkeeping business to get some of the daily and monthly work completed which is difficult with less than our full complement of staffing.

A proposal from TownSuite (our preferred financial management software program) has been received, noting that an investment of \$32,400 for implementation of the required financial modules, data migration and staff training will put us on the path forward to ensure more accurate and timely financial reporting ability. Our 2018-19 budget has a \$12,000 amount for this purpose that has yet to be used (can be carried over to the 2019-20 financial



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year). An application for the remaining funding has been submitted through the Provincial Capacity Building Grant Program.

**Project Title:** Negotiate CUPE Collective Agreement **Lead:** CAO

**Project Description** The Collective Agreement has been expired since and requires negotiation for renewal.

**Progress to Date** No further updates available.

**Project Title:** Strategic Planning with Council/ Senior Staff **Lead:** CAO

**Project Description** In order to know where we are going as an organization and community, shared goals and priorities must be identified and properly resourced for implementation and success. To accomplish this, a shared strategic priorities setting workshop is recommended to engage Council and staff, and possibly the community in determining those goals.

**Progress to Date** Will look to include a budget amount for this initiative in the 2019/20 budget.

**Project Title:** Tender for Audit and Legal Services **Lead:** CAO

**Project Description** Based on the Town's proposed Procurement Policy (expected approval at December 17, 2018 Council meeting), staff will begin the process to tender for services. The first two on the priority list are for audit and legal services, respectively. Engineering services will be next, with the intent to do a pre-qualification process to identify three engineering firms that will be selected



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through a competitive bidding process to be contacted for any potential work required. This is in contrast to appointing one firm for all engineering work. This allows for competitive bidding in a more timely fashion and can allow smaller firms the ability to bid on projects that are more appropriately sized for their capacity.

**Progress to Date** Draft documents have been started for both of these but have not yet been finalized.

**Project Title:** Municipal Finance Corporation Financial Management Best Practices **Lead:** CAO/Deputy Clerk

**Project Description** Working in collaboration with the Municipal Finance Corporation, the Town is in the midst of implementing the seven core best practices around financial management.

**Progress to Date** Continuing the implementation with anticipated finish by summer 2019.

**Project Title:** Staff Job Descriptions and Workload Distribution **Lead:** CAO

**Project Description** Finding efficiencies as well as empowering employees will require a review of the job duties that are currently assigned and reviewing, with staff, the areas that are working well and others that could be improved upon. In municipal government, our environment is often changing due to legislation, technology, services levels, and public expectations. Meeting these needs through efficient use of resources is a key area of focus for the next several months.

**Progress to Date** Continuing to evaluate required resources internally as they relate to financial management and front office capacity.



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<b>Project Title:</b>	Arena Building Automation System	<b>Lead:</b>	CAO/Black & MacDonald
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<b>Project Description</b>	The Town issued a tender for the design and implementation of an automated system in the arena that would generate energy efficiencies for the purpose of reducing operating costs.
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<b>Progress to Date</b>	The tender was issued without response. Due to the timing of the operations of the arena and the delay in having any interested contractors, it was determined to delay the start of this program to align with the next ice season beginning in October 2019.
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**On the radar:**

- Policy and bylaw review
- Accessibility Legislation
- Asset Management Plan
- Operating and capital budget planning (including capital repair to Town Hall building)
- Records management system