



# CREDA NEWS

CUMBERLAND REGIONAL ECONOMIC DEVELOPMENT ASSOCIATION / WINTER 2008

## Joggins/Cape Chignecto win prestigious Awards



**Parks Canada Sustainable Tourism Award**



**Excellence in Collaboration Award**

The Joggins Fossil Cliffs Project was singled out as one of Nova Scotia's shining examples of community collaboration and development at the 2007 Celebrating Communities Conference in Sydney.

Joggins and CREDA received one of six awards handed out at a gala awards event on Thursday, September 27th, taking home the Excellence in Collaboration Award.

Joggins was recognized for uniting residents, scientists and all three levels of government in an effort to make the Joggins Fossil Cliffs a UNESCO World Heritage Site. Those efforts, which have been ongoing for more than 10 years, also in-



Cape Chignecto staff members with the Parks Canada Sustainable Tourism Award. From left to right: Rob Grant, Maureen Mills, Lisa Stronge-MacDougall, Mike Berry, Terry Neves, Keith Grant, and Mike Collins. Missing are Nelson Neves and Leigh Ann Melanson.

clude a community economic development component with the construction of a new 13,000 square foot environmentally friendly interpretative and research centre that is tentatively scheduled to open on April 22, 2008 which is Earth Day.

Meanwhile, Cape Chignecto Provincial Park won one of 13 Tourism Industry Association of Canada (TIAC) National Awards for

Tourism Excellence presented during the tourism summit in Victoria, BC on November 5th.

Cape Chignecto took home the prestigious Parks Canada Sustainable Tourism Award. Presented by the Globe and Mail, the Sustainable Tourism Award recognizes recipients for making a significant contribution to practicing and promoting sustainable tourism in Canada.

## Province selects high speed Internet provider

The Nova Scotia government has selected Seaside Communications as the private sector company to provide high speed Internet services to the unserved rural areas of Cumberland County. The government's broadband initiative will ensure that by the end of 2009, every Nova Scotian will have broadband access. In many cases, that broadband access will be achieved

through wireless connectivity.

The Cape Breton based company already has a current customer base in Cumberland County having completed the successful pilot project in the Tidnish to Port Howe area in 2007. CREDA is encouraging Cumberland county businesses and residents in areas without high speed internet ser-

vices to contact Seaside Communications for further information and to register their interest in the service.

For Seaside customer and rural inquiries, please call: Joanne Oldford toll free at 1-877-842-1177, ext. 319 or e-mail- [joanneo@seaside.ns.ca](mailto:joanneo@seaside.ns.ca) or fill out a contact form at [www.seasidewireless.com](http://www.seasidewireless.com).

## UNESCO Field Mission evaluates Joggins WHS Nomination

Experts from the International Union for the Conservation of Nature and Natural Resources (IUCN) conducted a six-day field mission in October to evaluate the Joggins Fossil Cliffs as a potential UNESCO World Heritage Site.

The Nomination Dossier for the inscription of Joggins on the list of World Natural Heritage Sites was formally submitted to the World Heritage Centre in Paris in January 2007. The field mission was the important next step in the evaluation process that has also involved extensive data assembly and an external review of the Joggins nomination by independent experts.



IUCN evaluators Wesley Hill and Tim Badman on the beach at Joggins.

IUCN experts Tim Badman and Ms. Wesley Hill arrived on Friday, October 19th to evaluate the nominated property on the ground as well as to discuss the nomination with the relevant national and local authorities, local communities, NGOs and other stakeholders.

The specific goals of the field mission were to become familiar with all aspects of the nominated property and double check that the nomination dossier is complete; to review the property boundaries and buffer zone boundaries; to evaluate the management system and management effectiveness; to review actual and potential threats to the property; and to

review the nomination with all key stakeholders.

The report from the field mission was to be examined by the IUCN World Heritage Panel, which was expected to meet in December in Switzerland to evaluate nominations from around the world. Following an intensive review the IUCN will present the results and recommendations of its evaluation process to the World Heritage Committee at its annual meeting in Quebec City in July 2008. The World Heritage Committee makes the final decision on whether or not to inscribe the nominated property on the World Heritage List.

## 2008 Central Woodland Owner's Conference set for April 5th

The date and venue are set for the 2008 Central Nova Scotia Woodland Owner's Conference. This year's gathering for woodlot owners from Cumberland to Halifax will be held on Saturday, April 5 at Northumberland Regional High School in Alma, Pictou County.

The full day conference is an excellent opportunity for woodland owners to learn more about managing their woodlots in a sustainable way from expert guest presenters and fellow owners. Topics will include climate change; regional markets and trends; tax tips and financial planning; silviculture & tolerant hardwood; biodiversity; use of GPS for woodland owners; updates on bugs, moose and deer; and information on Demo '08. Woodland owners will also have a chance to visit a number of commercial and educational displays and interact with other woodlot owners and industry people.

For more information or to register call toll-free 1-866-477-2494 or register online at [www.woodlotinfoshop.ca](http://www.woodlotinfoshop.ca). People who pre-register qualify to win a GPS unit.

Registration will also be held at 8:30 on the day of the conference which gets underway at 9 a.m. The 20 dollar registration fee includes a hearty lunch and a chance to win doors prizes and a grand prize of a chain saw to be drawn for at the end of the day.

The conference is a joint initiative of Nova Scotia Natural Resources, the Federation of Nova Scotia Woodland Owners, Nova Scotia Primary Forest Products Marketing Board, and Nova Scotia's Regional Development Authorities, including CREDA which sits on the conference planning committee.

The conference is one of three held annually in Nova Scotia with events also held in the western and eastern regions.



## County residents have say on proposed new energy policies

Cumberland County residents took full advantage of the opportunity to provide input on Nova Scotia's proposed energy and greenhouse-gas reduction policies. A good cross section of more than 20 people attended the Nova Scotia Department of Energy's public workshop and consultation session held on Monday, December 17th at the Wandlyn Inn.

CREDA would like to publicly thank those who participated. The

Department of Energy staff and facilitator, Bob Fournier, were very pleased with the turn out, the balanced representation and the feedback related to the pending Provincial Energy Strategy and Climate Change Action Plan.

If you did not pick up a copy of either document they are both available online at [www.gov.ns.ca/energy/energystrategy](http://www.gov.ns.ca/energy/energystrategy). The information gathered through public con-

sultation and written submission will be used to help create the Energy Strategy and the Climate Action Plan, with release dates scheduled for spring 2008.

Both plans will share the same goal -- to meet the 2020 deadline for cutting our greenhouse-gas emissions to 10 per cent below 1990 levels, while continuing to see Nova Scotia's economy grow.

## News from around Cumberland County

### Strategic Planning Updates-

#### Pugwash & Parrsboro

The Pugwash Village Commission formally adopted a five-year strategic plan in December. Facilitated by CREDA, the strategic planning process was community-based and involved numerous group meetings with input from current and past Village Commissioners and staff, members of the business community and the general public. The consultation and assessment process resulted in the identification of a number of key strategic issue areas listed under the following five headings:

1. Community Infrastructure & Beautification
2. Economic Development/Marketing & Promotion
3. Health Care & Education
4. Tourism, Heritage & Culture
5. Governance/Organizational Structure

The plan establishes strategic actions and targets with applicable timelines for each area. The plan can

be viewed on the village website: [www.pugwashvillage.com](http://www.pugwashvillage.com)

Meanwhile, the strategic planning process is continuing in Parrsboro. A committee made up of Council, CREDA Board representatives and town staff have held numerous planning sessions to date. They've targeted the end of February for the completion of the planning process.

=====

#### Tourism Destination Area Project Coordinator appointed

Shelley Reid of River Hebert has been named Project Coordinator for the Fundy Shore Tourism Destination Area. Funding for the one-year position is being provided by Service Canada under the Federal Government of Canada's Job Creation Partnership Program. Shelley is a graduate of the Joggins Fossil Cliffs Essential Skills Training Program and is looking forward to promoting Cumberland County's Fundy Shore from Fort Lawrence to Moose River.

Her duties and goals will include:  
-creating a database of existing businesses, accommodations, products,

services, and adventures available along the Fundy Shore;  
-promoting the area through trade shows, brochures, web sites, maps, posters, familiarization tours, and;  
-fostering stronger relationships between local businesses, associations, and tourism students.

Shelley can be contacted by phone at 667-3638 or e-mail: [s.reid@creda.net](mailto:s.reid@creda.net).

=====

#### Oxford Beautification/Signage

The Town of Oxford hopes to continue its signage enhancements and downtown beautification in 2008. A new main Town of Oxford welcome sign, along with new banners, all reflecting a blueberry theme, were erected in 2007. The sign and the two banners were designed by CREDA, and the brackets for the banners were donated by the Municipality of the County of Cumberland and the Town of Amherst through the Amherst Entrance Development Committee. Plans for 2008 include the design and installation of new street signs.

**Cumberland Regional  
Economic Development  
Association**

35 Church Street  
PO Box 546  
Amherst, NS B4H 4A1  
Phone: 902-667-3638  
Fax: 902-667-2270  
Email: cerc@creda.net  
Website: www.creda.net



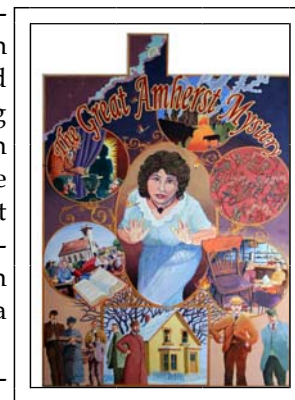
CREDA is Quality System  
Registered to ISO 9001:2000

**OUR MISSION**

**“Creating an environment which facilitates sustainable economic growth in the Cumberland Region in partnership with all municipal units.”**

**DOWNTOWN AMHERST ENHANCEMENTS CONTINUE**

The Downtown Amherst Revitalization Society (DARS) continues its impressive enhancements to downtown Amherst. The Great Amherst Mystery Mural (pictured right) was completed in September. The official signing and dedication ceremony will take place in the spring with posters available to be purchased and signed by the artists. The design for the “Celebrating 100 years-Dayle’s Department Store” mural has been finalized by local artist Daren White. Meanwhile, the Hockey Heritage has been moved to its new location at the refurbished Amherst Stadium. White has completed the finishing air brush details on the Amherst in Action mural which showcases many local athletes in a variety of sports and activities.



The Tree Carving sub-committee of DARS has approved the design for the Four Fathers carving which will incorporate “Welcome to Amherst” signage. To be located on Victoria Street West, the project is expected to get underway in the early spring as soon as the tree is prepared. Also to be added to the carving collection will be two trees adjacent to the Toronto Dominion Bank which will be done in the likeness of the Barker brothers, founders of the 2 Barkers (Dayle’s) in 1907. And the first tree sculpture which depicts an Acadian man was sealed and painted. Bronze information plaques for the tree sculptures will be installed in the spring.

As well the committee is initiating a Wallace sandstone carving (along with other indigenous materials) with the intent of hosting a carving symposium, along with other “festival” activities and events in the downtown during the summer of 2008.

Currently DARS is involved in long-term strategic planning for downtown revitalization.

**CREDA NEWS BRIEFS**

**Staffing News**

Shawna Eason recently joined the CREDA staff as the new Cumberland Energy Officer under the Youth Internship Program of Community Business Development Corporations. Shawna was born in Montreal but grew up in the Maritimes. She is a recent graduate of McGill University with a Bachelor of Science degree in chemistry, math and physics.

As the Cumberland Energy Officer, Shawna will be researching and assembling relevant information as well as coordinating and managing the strategic development of a regional Energy Strategy. She can be reached at the CREDA office at 667-3638 or by e-mailing [s.eason@creda.net](mailto:s.eason@creda.net).

Meanwhile, Junior Development Officer Stephanie Ogilvie resigned in early January to accept a position at the Springhill Institution. We wish Stephanie well in her new career.

**New signage for Springhill**



A new Welcome to Springhill sign now adorns the lower Junction Road entrance to the town. The new sign (pictured above) has a coal-like texture with carved gold lettering. The area around the sign will be landscaped and a solar powered floodlight is to be installed when weather permits. The new signage complements the black benches and new garbage/recycling bins that were installed in 2007.

The black theme is in recognition of Springhill’s coal mining heritage, but with a more classic look and feel. The town is also hoping to install new white street signs with black lettering.

CREDA has been working with the Town on a new 3-year Beautification Strategy.