



**CITY OF BATHURST**  
**REGULAR PUBLIC MEETING**  
**MINUTES**

**October 20, 2025**  
**6:30 p.m.**  
**Council Chambers - City Hall**

**Recording of Attendance**

Mayor K. Chamberlain  
Deputy Mayor D. Knowles  
Councillor P. Anderson  
Councillor D. Branch  
Councillor S. Brunet  
Councillor R. Hondas  
Councillor J.-F. LeBlanc  
Councillor S. Legacy  
Councillor M. Skerry  
Councillor M. Willett

**Appointed Officials**

T. Pettigrew, CAO  
A. Parker, City Clerk  
M. Abernethy, City Engineer  
J.-S. Chiasson, Communications Officer  
L. Foulem, Corporate Communications Manager  
C. Roy, Executive Administrator  
R. Wilbur, Director of Parks, Recreation and Tourism

- 1. MOMENT OF REFLECTION / TERRITORIAL ACKNOWLEDGMENT**
- 2. ADOPTION OF AGENDA**

**Moved by** Councillor M. Willett

**Seconded by** Councillor P. Anderson

**THAT** the Agenda be approved as presented.

**MOTION CARRIED**

- 3. DECLARATION OF CONFLICT OF INTEREST**

No conflicts of interest were declared.

- 4. ADOPTION OF MINUTES**

**4.1 Regular Public Meeting Held on October 6, 2025**

**Moved by** Councillor R. Hondas  
**Seconded by** Councillor M. Skerry

**THAT** the minutes of the Regular Public Meeting dated October 6, 2025, be approved as circulated.

**MOTION CARRIED**

**5. CONSENT AGENDA**

**6. PUBLIC AND ADMINISTRATIVE PRESENTATIONS**

**6.1 Bathurst Kinsmen Club Recognition**

Congratulations to the Bathurst Kinsmen Club on 60 years of dedication, community service, and fellowship. The City of Bathurst proudly recognizes this remarkable milestone.

**6.2 New Brunswick Medical Education Foundation by David Ryan**

Council received a presentation from the New Brunswick Medical Education Foundation (NBMEF), a non-profit organization established in 2010 to attract and retain physicians in New Brunswick through return-to-service scholarships.

Since its inception, 385 students have been supported, including 177 scholarships totaling over \$1.4 million in 2025, with 62 physicians currently practicing in the province and more than 290 students committed to doing so.

The Foundation addresses the province's physician shortage—over 180,000 residents are waiting for a family doctor, with more than 300 vacancies and an average physician age of 49.2—while also contributing to economic and community benefits, as the healthcare sector generates over \$1 billion in provincial tax revenue annually.

Scholarship recipients come from 43 communities, 60% of whom are bilingual and 45% from underrepresented groups.

Council acknowledged the Foundation's essential role in improving access to healthcare and supporting community development.

**6.3 Downtown Bathurst Revitalization Corporation (DBRC) - 2026 Budget by Paul Theriault**

Council received a presentation from the Downtown Bathurst Revitalization Corporation (DBRC) regarding its 2026 budget and ongoing efforts to enhance the downtown core through business support, beautification initiatives, and community events.

The DBRC is a non-profit organization representing merchants and business owners within the Business Improvement Area (BIA). Its mission is to create a vibrant and welcoming downtown by supporting local businesses, promoting community engagement, and driving economic growth.

BIA Assessment and Financial Overview:

- Total assessment value: \$47,687,600 (non-residential).
- Levy rate: \$0.20 per \$100 of assessment, generating approximately \$95,375 in revenue.
- 2026 total budget: \$115,375, including grants and levies.

- Major expenditures include salaries (\$52,000), event costs (\$5,000), and professional fees (\$5,530).

The DBRC hosted several successful community events aimed at increasing foot traffic and promoting local businesses, including the Summer Kick-off Shopping Night, Bathurst Rotary Ribfest, and Harvest Fest, featuring live entertainment, fireworks, and themed shopping experiences.

The 2026 budget is presented. With partnerships and grants, they are able to maintain the same budget.

#### **6.4 Partnerships and Collaborations by Paul Theriault**

The DBRC presents the upcoming projects and priorities for 2026:

- Major housing development at King and Main.
- Billy White Wharf Container Village initiative.
- Plans to enhance downtown lighting and launch a national “shop local” contest.
- Continued focus on façade improvement, safety initiatives, and strategic urban development.

Council reviewed a proposal for a new landmark project at Parc Canada 150 Park, featuring the installation of a large, illuminated Maple Leaf structure designed to enhance community pride, attract visitors, and support economic growth in downtown Bathurst.

Project Overview:

- A 3D metal Maple Leaf structure will serve as a symbol of national pride and a focal point within the park.
- Local companies will be engaged for design, fabrication, and installation.
- The feature will use energy-efficient LED lighting, with customizable colors for community events and awareness campaigns.
- The installation is expected to become a key photo opportunity and tourism attraction.

Historical Walkway Component:

- The project includes a walkway of 150 engraved wooden boards featuring milestone dates in Bathurst’s history, presented in both English and French.

Alignment with DBRC and Community Objectives:

- Supports the Downtown Bathurst Revitalization Corporation’s goals of stimulating local economic activity, encouraging civic pride, and enhancing downtown vibrancy.
- Encourages increased visitation to the downtown core and strengthens Bathurst’s identity as a welcoming community.

Economic and Social Impact:

- Estimated project value: \$24,000.

- Anticipated outcomes include greater foot traffic, enhanced community engagement, and improved infrastructure within the downtown park.

Estimated Costs and Funding Breakdown:

- Illuminated Maple Leaf structure: \$12,753.56
- Electrical connection components: \$3,000.00
- 150 thermally treated walkway planks: \$3,000.00
- CNC engraving: \$1,500.00
- Commemorative plaque: \$3,000.00
- Marketing initiatives: \$500.00
- Total estimated cost (plus tax): \$23,753.56

Council noted the project's potential to enhance the downtown landscape, celebrate local heritage, and strengthen community pride through a distinctive and enduring public installation.

#### **6.5 Corporate Branding Initiative by Luc Foulem, Director of Corporate Communications**

Council received an update on the Municipal Branding Initiative. The purpose of the new branding is to strengthen pride of place, establish a unified corporate identity, and address current inconsistencies such as multiple logos and the absence of brand guidelines. The initiative also aims to align departmental identities under one vision, reflect changes resulting from municipal reform, and position the City for the future.

The City has partnered with Mistral Communications to lead the creative process. Work began in August with a project kickoff, followed in September by a guided site visit, a workshop with a small group of diverse citizens, an internal staff workshop, and the development of a citizen survey supported by narrative research.

In October, the online citizen survey officially launched to gather public input. Residents can access the survey through the City's Facebook page, bathurst.ca, Voyent Alert, or in person at City Hall. The survey will remain open until November 9.

## **7. FINANCE**

### **7.1 Accounts Payable Totals for September 2025**

**Moved by** Councillor D. Branch

**Seconded by** Councillor J.-F. LeBlanc

**THAT** the accounts payable totals, including payroll, for the month of September 2025, be approved as follows:

Operating - \$1,631,003

Capital - \$1,073,070

Total - \$4,176,551

**MOTION CARRIED**

**8. MUNICIPAL BY-LAWS**

**9. DRAFT RESOLUTIONS**

**9.1 2025 Grants Distribution**

**Moved by** Deputy Mayor D. Knowles

**Seconded by** Councillor S. Legacy

**THAT** the grant distribution be approved as follows as discussed by the Grants Committee:

- \$1,500 to the Bathurst Band, Choral, Swing Dance Festival

**MOTION CARRIED**

**10. ITEMS FOR INFORMATION**

**10.1 Reports from Administration**

**10.1.1 Refuse Collection Update by Matthew Abernethy, City Engineer**

Following new federal regulations in November 2023, recycling collection became the responsibility of producers, reducing the City's solid waste workload by half. The City currently employs two refuse operators and owns three trucks.

With regional amalgamation, Bathurst also became responsible for refuse collection in Ward 2, which is presently contracted out. Management analyzed whether to expand City operations to include Ward 2 or continue outsourcing to reduce costs.

**Findings:**

- In-house annual cost: \$148,274
- Contracted annual cost: \$111,000
- Estimated savings: ~\$37,000 annually by continuing contracted service.
- Continuing outsourcing also extends truck lifespan and provides ~\$50K in cost recovery from selling one truck.

**Recommendation:**

Proceed with reducing in-house refuse operations and outsource 20% of Ward 1 (Parkwood Heights and hospital area) while maintaining contracted service for Ward 2.

**Note:**

Union expressed interest in expanding service at a higher cost; management recommends maintaining current service levels to avoid tax increases.

**10.2 Reports from Committees**

None

**10.3 Report from the Mayor**

Last week, New Brunswick Nurse Practitioners held their annual conference in Bathurst.

The Mayor and few Councillors attended the "Association francophone des municipalités du Nouveau-Brunswick" Annual General Meeting last weekend.

**11. ADJOURNMENT**

**Moved by** Councillor S. Legacy

**Seconded by** Councillor R. Hondas

**THAT** the Regular Public Meeting be adjourned at 8:07 p.m.

**MOTION CARRIED**

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Kim Chamberlain / MAYOR

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Amy-Lynn Parker / CITY CLERK