



Yarmouth and Acadian Shores
Tourism Assoc. (YASTA)
932 Hwy 1 Hebron

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Yarmouth, Nova Scotia
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Canada

Yarmouth & Acadian Shores is located in Kespukwitk, one of seven districts in Mi'kma'ki, and is home to Wasoqopa'q First Nation. Mi'kma'ki is the traditional and unceded territory of the Mi'kmaq people.

MINUTES (Approved) YASTA Board Meeting Wednesday, Jan. 22, 2025 (1:30 pm)
(5 JE Hatfield Ct., Tusket, NS B0W 3M0 and Online)

This meeting will be in person and online.

YASTA Board Meeting
Wednesday, January 22 · 1:30 – 3:00 pm
Time zone: America/Halifax
Google Meet joining info
Video call link: <https://meet.google.com/ivi-nvjd-scq>
Or dial: (CA) +1 705-419-6482 PIN: 637 794 163#
More phone numbers: <https://tel.meet/ivi-nvjd-scq?pin=1218550984802>

Meeting Summary

The meeting was attended by Neil Mackenzie, Greg Shay, Councillor Phil Mooney (the newly elected chair), along with other board members and stakeholders (See attendance). Topics discussed included YASTA's finances as of December 31, 2024, which showed a positive balance but an anticipated decrease by year-end. The meeting also covered new YASTA bylaws, which include the addition of a representative from Wasoqopa'q First Nation, as well as a draft procurement policy for YASTA. Additionally, there was an update on the lease for YASTA's new office location at 4111 Hwy 308 in Tusket, including proposed leasehold improvements and budget. Councillor Darryl LeBlanc was elected as Vice-Chair. **The next meeting is scheduled for March 19th.**

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Attendance

Municipality of the District of Yarmouth

- Present** - Phil Mooney - Chair - Municipality of the District of Yarmouth Council Rep. (In-Person) 1
- Present** - Rob Stephenson - Municipality of the District of Yarmouth Industry Rep. (Online) 2
- Absent - Regrets** - Rick Allwright - Municipality of the District of Yarmouth Industry Rep. (In-Person) 3

Town of Yarmouth

- Present** - Councillor Wade Cleveland - Town of Yarmouth Council Rep. (Online) 4
- Present** - Janice Saulnier - Town of Yarmouth Industry Rep (In-Person) 5
- Vacant Seat** - Town of Yarmouth Industry Rep. 6

Marketing and Promotions Advisory Committee

- Present** - 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. (In-Person) 9

Municipality of the District of Argyle

- Present** - Darryl LeBlanc Vice-Chair - Municipality of Dist. of Argyle Council Rep. (In-Person) 10
- Present** - Roland d'Eon - Municipality of the District of Argyle Industry Rep. (In-Person) 11
- Absent - Regrets** - Jonathan Joseph - Municipality of the District of Argyle Industry Rep 12

Staff & Support

- Present** - Neil MacKenzie - CEO of YASTA (In-Person)
- Present** - Greg Shay - CFO for the Municipality of the District of Yarmouth (Online)

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** - Warden Nicole Allbright - Warden, The Municipality of the District of Argyle
- Present** - Warden John Cunningham - Warden, The Municipality of the District of Yarmouth (In-Person)
- Absent** - Mayor Pam Mood - Mayor, Town of Yarmouth
- Present** - Mark Blinn - EDO, The Municipality of the District of Yarmouth (Online)
- Present** - Natalie Smith - EDO, The Town of Yarmouth (Online)
- Present** - Kyle Boudreau - Director of Operational Services The Municipality of the District of Argyle

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1. Welcome by Chair

Neil MacKenzie chaired the meeting until a board chair was elected. **Motion Carried**

2. Additions/Approval of Agenda

I-Motion: Moved by Roland d'Eon, seconded by Councillor Phil Mooney to approve the agenda as presented. **Motion Carried.**

3. Approval of Minutes from previous meetings

3. A. [Minutes from Wednesday, December 11th, 2024](#)

I-Motion: Moved by Councillor Cleveland, seconded by Janice Saulnier to approve the minutes from the Dec. 22nd meeting. **Motion Carried.**

4. Financials

4. A. [YASTA Financials](#) as of 12/31/2024 (Greg Shay)

Greg Shay presented the financial statements for the nine months ending December 31st. Greg reported a positive balance sheet showing \$97,000 in the bank and a surplus of \$82,000 year-to-date. However, Greg Shay and the CEO noted that this surplus is expected to decrease in the remaining three months of the fiscal year. Discrepancies between budgeted and actual program fees were discussed, with the CEO acknowledging the unpredictable nature of cruise revenue and suggesting an offline discussion on best practices for budgeting in this area. Greg noted that revenues were close to budget, while expenses were slightly under budget. The board approved the financials.

I-Motion: Moved by Councillor Mooney, seconded by Janice Saulnier to approve the financials. **Motion Carried.**

5. Business

5. A. Election of YASTA Board Chair

I-Motion: Moved by Warden John Cunningham, seconded by Councillor Darryl LeBlanc to nominate Councillor Phil Mooney as the Chair of YASTA. **Motion Carried.**

Councillor Mooney accepted the nomination and chaired the meeting from this point forward.

5. B. Election of YASTA Board Vice-Chair

I-Motion: Moved by Warden John Cunningham, seconded by Roland d'Eon to nominate Councillor Darryl LeBlanc as the Vice-Chair of YASTA. **Motion Carried.**

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5. C. [2025 Bylaws](#) (draft for review)

Neil Mackenzie presented the proposed YASTA bylaws, including adding a Wasoqopa'q First Nation representative to the board and updating definitions. The board of YASTA approved the bylaws.

-Motion: Moved by Warden John Cunningham, seconded by Devon Cromwell, to approve the proposed 2025 bylaws with the addition to the Officers Section, Subsection 1. Roles and Elections, to read that "the chair will be appointed on a rotational basis every four years (after each municipal election) and will be the elected official appointed by a municipal partner to the board of YASTA. **Motion Carried.**

Action: The board chair and vice-chair will sign the new YASTA 2025 bylaws.

Action: The CEO will send the new bylaws to the councils for approval, if approval is required.

Action: The CEO will update the new 2025 YASTA bylaws with the Nova Scotia Registry of Joint Stocks of Companies and include the updated list of board members, including the new chair and vice-chair.

5. D. [Procurement Policy](#) (draft for review)

The CEO of YASTA presented a draft procurement policy for review and feedback, emphasizing the need for clear guidelines given the organization's use of public funds. The use of the existing municipal-approved vendors list and the ability to prioritize local vendors were also discussed.

-Motion: Moved by Roland d'Eon, seconded by Darryl LeBlanc, to table the procurement policy for review at the next YASTA board meeting on March 19th, 2025 and the addition to section 6. CEO Approval of the procurement policy to read, "The CEO can approve purchases up to \$25,000 if they are within the approved budget." **Motion Carried.**

5. E. YASTA office (4111 Hwy 308 Tusket)

- 1) [Lease \(Final\)](#)
- 2) [Leasehold Improvement Concepts](#)
- 3) [Leasehold Improvement Budget](#)
- 4) [Insurance](#)

Neil Mackenzie sought approval for the latest lease version for 4111 Hwy 308, Tusket, the associated [leasehold improvement concepts](#), and the [leasehold improvement budget](#). He also provided an update on the [insurance](#) coverage for the new building and addressed concerns regarding responsibility for the oil tank. A budget for leasehold improvements was presented, with plans to utilize existing furniture and incorporate locally sourced materials and vendors where possible. The board approved the leasehold improvement budget.

-Motion: Moved by Janice Saulnier, seconded by Roland d'Eon to approve the budget for the leasehold improvements. **Motion Carried.**

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6. Reports

7. A. [YASTA Organization Report January 22nd, 2025](#)

|-Motion: Moved by Janice Saulnier, seconded by Roland d'Eon to approve the organizational report. **Motion Carried.**

7. Additions

8. Date of Next Meeting

Location TBD. The meeting will be in person and online.

YASTA Board Meeting

Wednesday, April 9 · 1:30 – 3:00 pm

Time zone: America/Halifax

Google Meet joining info

Video call link: <https://meet.google.com/yzk-rkkh-dgr>

Or dial: (CA) +1 647-732-7519 PIN: 796 066 051#

More phone numbers: <https://tel.meet/yzk-rkkh-dgr?pin=1181762566870>

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

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