

Richmond County Municipal Council
Public Hearing
Amendments to the Marketing Levy By-Law,
By-Law # 60

October 23, 2023

- Location:** Council Chambers
- Present:** Warden Amanda Mombourquette, Councillor Michael Diggdon, Deputy Warden Brent Sampson, Councillor Melanie Sampson
- Staff Present:** Troy MacCulloch, CAO, Shelley David, Municipal Clerk
- Also Present:** Terry Smith, CEO, Destination Cape Breton
- Regrets:** Councillor Shawn Samson

Call to Order

Warden Amanda Mombourquette called the meeting to order at 6:02 p.m.

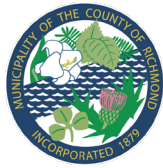
Roll Call of Councillors

The CAO took roll call of Councillors.

Public Hearing re:

Marketing Levy By-Law

The object of the amendments to this By-Law is to increase the marketing levy to three (3) percent, and to have all accommodations including short term rentals registered under the Tourism Accommodations Registration Act collect and remit a marketing levy to the Municipality. The Municipality will have the authority to audit an operator to ensure compliance. Some exemptions apply, as outlined in the amendments.



Presentation

Terry Smith, CEO of Destination Cape Breton presented a PowerPoint presentation on the Cape Breton Island Marketing Levy Status and Proposed Direction.

Receipt of Oral or Written Submissions

Written submissions were received from Chris Boudreau, Shelley LeBlanc and, Robbin Cotton.

An oral submission was received from Robbin Cotton.

Recommendation

Additional Amendment to Marketing Levy By-Law, Section 8

The By-Law and the Marketing Levy imposed hereby shall not apply to Accommodations containing fewer than ten (10) rooms where the Accommodation is provided or full payment for the Accommodation is received, on or before December 31, 2023

Moved by Deputy Warden Brent Sampson, seconded by Councillor Melanie Sampson that the amendments to the Marketing Levy By-Law move forward to the second reading consideration with the additional amendment to Section 8 as follows:

Add the words " or full payment for the Accommodation is received" after the word "provided".

Motion carried.

Adjournment

There being no further business, the Public Hearing was adjourned at 6:36 p.m.

Municipal Clerk:

Chairperson