



Lifetime Achievement Award recipient Laurie Jennings, Masstown Market, is congratulated by Colchester County Mayor Christine Blair and award sponsor representative Haley Sampson of Patterson Law following Mr Jennings being presented with the lifetime achievement award at Truro & Colchester Chamber of Commerce Gala Awards ceremony. (Contributed)

Lifetime Achievement Award 2023

The Lifetime Achievement Award, presented this year by Patterson Law, is the highest honour of the Truro and Colchester Chamber of Commerce. It recognizes individuals who have had a life-long commitment to economic and community growth in the Truro and Colchester Region.

Tonight, we honour a businessman who is a visionary, a man that challenges the status quo and isn't afraid to ask, "why not?" One can only imagine the original ideas that have flitted through Laurie Jennings mind as he quietly restocks his vegetable bins, one of his favourite tasks at his family-owned business, Masstown Market.

We can imagine him pondering "Why not build an inland light house? Why not add a real-life fishing boat to create a restaurant and welcome people to eat local seafood? Why not add some tourist information so they can discover more about the area?"

The Market was established over 50 years ago by Laurie's parents which grew a large clientele seeking local foods. It has expanded exponentially and flourished in the past decade under Laurie's leadership, and contributes greatly to

the region's economy, now employing about 160 people year-round.

The business's footprint has expanded from the original market and bakery to now include a creamery, butchery, service station, gift shop, café, event venue, pharmacy building and a new medical clinic.

He must have also thought, why not even add a Las Vegas-style "Welcome to Masstown" sign? Which is now an iconic stopping spot for social media enthusiasts to snap selfies.

Living by the mantra "Always have them leave with a little more than they expected," he has kept a laser focus on supporting local which can be recognized within all aspects of the business.

Of the more than 500 regular suppliers across all the Market business units, about 73 per cent are based in Nova Scotia, followed closely by others located within the Atlantic Provinces and Canada, totally nearly 94 per cent.

Through his efforts and commitment to support local, about 73 cents of every dollar spent at the market remains in the region.

He has also kept environmental stewardship front of

mind in his business growth plans. From engineered wetlands, heat recovery systems and LED lighting, to the installation of a massive solar project on the roof of the Creamery, he has blended economic growth with green energy solutions.

The new solar power system includes 610 panels and reduces 212 tons of Carbon Dioxide annually, powering about 20 per cent of the site.

Never one to seek recognition, Laurie, wife Lisa and family have supported countless community, cultural, school and sport initiatives contributing to the vibrancy of the community.

Laurie received a Bachelor of Science and Biology from Dalhousie University in 1987 and has held several positions on committees and boards in the years since, including the Dalhousie University Board of Governors, for more than nine years, and Chair Academic and Student Affairs Committee for three years.

He has also served as an Invest Nova Scotia board member, past chairman of the Colchester Regional Development Agency, Chairman and corporate director for the Atlantic Provinces Chamber of Commerce, board member of the Canadian Chamber of Commerce, board member of the Nova Scotia Exhibition Commission, member of the Minister's Advisory Committee for Select Nova Scotia, President of Colchester Credit Union, President of Truro and District Chamber of Commerce 2005 and President of the Nova Scotia Chamber of Commerce.

He also played an integral role serving on the Chamber's steering committee in the establishment of the Truro and Colchester Partnership for Economic Prosperity.

This is also notably the first time in the Chamber's 133-year history that a lifetime achievement award has been presented to both a father and son of a long-time business in the region.

The Truro and Colchester Chamber of Commerce and Patterson Law are honoured this evening to recognize Laurie for his enormous contribution to our community.

Director's Report – Waste Reduction

By **Phillip Redden B. Sc. F.E.**

The following is the Waste reduction portion of the report to council committee on March 16th by Phillip Redden B.Sc.F.E., Director of Solid Waste on Materials Recovery Facility, Kemptown. (We divided Redden's report into several separate articles).

Education: Household Hazardous Waste (HHW) Funding claims completed and submitted to Divert NS. The province gives \$140,000 to regions across NS for HHW disposal program. In NS we have seven regions, hence our region (region 3) gets \$20,000.

DataCall was completed and submitted to Divert NS.

Waste Reduction (WR) is approximately 90% complete on the Divert NS Education Report which will be submitted March 31st. WR staff attended the Bible Hill Junior High 2022 Career Fair. A booth was set up and information was provided about the different job opportunity in Solid Waste. Interaction occurred with over 70 students both grade 8 and grade 9.

WR staff connected with Jaime Beaton who is the Northern District Community Relations Coordinator for the Nova Scotia Provincial Housing Agency to offer Solid Waste education & refresher for residents. Every Tuesday in November and December

presentations were conducted in the common area of the apartments in the Truro locations. This term, the kick off presentations were at their building in Zone 5. Staff will continue to work with the Provincial Housing Agency until all their buildings have received Solid Waste education. WR staff also rendered Solid Waste presentations to the United Men's Church group and the Truro Vet. WR continues with online education across social media platforms.

Quarterly hauler's meeting was held via zoom on Feb. 14,

with discussions surrounding closing the loop process methodology, weather conditions, daily reports, cancellations, and communication.

Divert NS requires each region to contact a member of Directions Council. WR staff reached out to the Colchester Workshop to conduct a site visit and an interview. The purpose of this interview is to highlight their waste reduction activities and waste diversion efforts. A small report on the interview will be compiled and submitted with the education report.

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Rates Unchanged in Bible Hill's '23-'24 Budget

By **Maurice Rees**

(Details of the Bible Hill 2023-2024 budget was included in an email from Mitchell Bell, CPA, CA - Clerk and Treasurer).

Renewal of the Main Street sidewalk is one of the capital investment highlights in the 2023-2024 Bible Hill budget. Village Commissioners were able to include new playground equipment and surfacing for Village Court Park without changing the tax rates from the previous year.

Village of Bible Hill Commissioners have approved their 2023-24 operating and capital budget and have set property tax rates to remain unchanged from the previous year. Residential properties will continue to pay 70 cents, limited-service residential properties 52.5 cents, and commercial properties 87 cents, per 100 dollars of assessment as set by Property Valuation Services Corporation (PVSC).

Overall, taxable assessment increased 10.9% over the prior year. Property taxes will raise approximately 2.5 million dollars of the Village's 3.8 million dollar operating and capital budget.

The budget includes several capital investments. One of the highlights is renewal of Main Street sidewalk, which will improve pedestrian safety and accessibility while enhancing the overall appearance of the area. Additionally, Bible Hill Fire Brigade will receive various capital equipment to enhance their ability to serve and protect the community. The public works department will also receive a new utility vehicle to improve efficiency and effectiveness in their maintenance operations. Crosswalk lighting up-

grades are planned to improve visibility, consistency, and safety for pedestrians. New park storage buildings will be built for recreation and public works to organize equipment and improve efficiency. Village Court Park will receive new playground equipment and surfacing, and active transportation trail at Bible Hill Recreation Park will be renewed.

Priority sanitary sewer component renewals, on recommendation of the Village's recent condition assessment study, are also planned to ensure the system is kept in a good state of repair.

The budget also delivers the regular operating services of the Village including recreation programming, facilities, and special events, parks, playgrounds and trails maintenance, sidewalk and crosswalk maintenance, streetlights, fire hydrant service, fire protection and prevention, sanitary sewer service, local flood control, etc.

In commenting on the 2023-2024 budget, Mitchell Bell, CPA, CA - Clerk and Treasurer said, "Our residents work hard to earn their money, and we are committed to being responsible stewards of their tax dollars. This budget strikes a balance between investing in essential infrastructure and efficient services while keeping property tax rates stable. These investments in infrastructure, public safety, and recreation will benefit our community both now and in the years to come."

The complete budget document is available for review on the Village's website.

Mitchell Bell, CPA, CA - Clerk and Treasurer
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