

Mayor's Newsletter

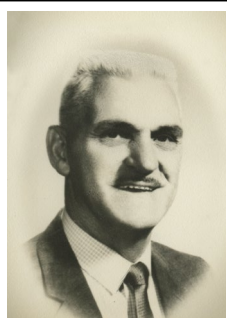
March 2020

Mahone Bay, NS

Centennial Year Wrap-Up

We have had an amazing year of celebrations. This Centennial year has been marked by fantastic initiatives working with members of our community. We still have a few great projects left before the end of the Centennial on March 31st.

Mayor's Gallery



Mayor H.V.
Corkum
1960-1973

Watch for information on the installation of the Mayor's Gallery at the Mahone Bay Centre. Thanks to the help of residents, family, and especially our friends at the Mahone Bay Museum, we have found photos of all of Mahone Bay's past mayors.

Heritage Signs

We have been working with the Mahone Bay Museum and a variety of local heritage partners to develop new signage to proudly tell residents and visitors about the history of Mahone Bay.

100 Trees: 100 Years

We're not done yet! We have been collecting donations and we are planning for a big planting in the spring to get the remaining trees in the ground.



Centennial Dance

Join us to cut a rug on March 21st at 7pm at the Mahone Bay Legion. The Mahone Bay Legion Swing Band will be performing at a Roaring 20s Centennial Dance. We all know that our famed local Swing Band is the Bee's Knees – join us to celebrate a fantastic year!



For those who would appreciate some guidance, free swing dance lessons will be provided for ticket holders, from 6:30 – 7:15pm.

Come as you are, but please feel free to Dud-Up in 1920s dress if you're up for it.

Tickets are 25 cents (1920s cost) and are available at Town Hall and the Legion.

Legion Brunch

We are pleased to announce that we will be sponsoring the March 29th Legion Brunch as a wrap-up to the Centennial Year. Join us as we say thanks for a year of celebrating with our neighbours – and you know the food is great!



The introduction of the first-time logo for Town Hall Services is part of a larger communications plan to brand all Town Hall activities. Information on the communications plan and the process surrounding the introduction of the logo are contained in documents associated with meetings of the town council as well as more detailed discussions in the video records of each one. The recordings also provide details around the planned uses for the new town services logo. As recorded, the intent of branding Town Hall services pertains to that and only that. The products and services originating within town hall. Other activities in the private sector as well as with independent Mahone Bay groups are unaffected. Many organizations and business in the town have their own brand/logo which will continue to be used as long as the owner chooses to do so. The logo for the Town of Mahone Bay - the 'Three Churches' logo will still apply to the town 'in a broader more general context'.

Road signs are not affected, nor will the new logo designed for town hall services be visible on our road signage. There is currently consultation underway on 'Wayfinding Signage' with the Mahone Bay Tourism and Chamber of Commerce and the public. The signage project is intended to

enhance directions in the town and make it easier for visitors and tourists to find their way around the quiet streets to discover everything this town has to offer. The anticipated implementation of the new 'Wayfinding Signage' is expected to begin early in spring. The choice of signage design will reflect the result of the consultation.


David W. Devenne
Mayor





New Logo for Town Services

The prior Town of Mahone Bay logo, in limited use from 2014-2019, required replacement to meet the Town's communications needs for the 21st century, particularly the requirement for a symbol identifiable among the many other local brands featuring

literal representations of the three churches. The prior logo was an inflexible design frequently inadequate for practical use, lacking adaptability and an associated colour palette and style guide for Town communications.

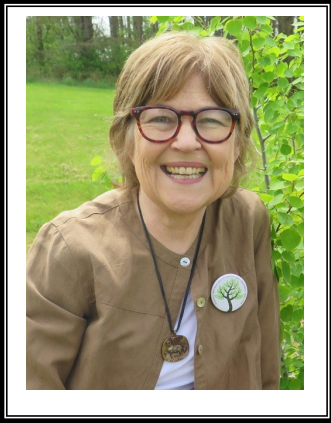
The need for a new logo presented an opportunity to broaden the Town's branding to be more representative of our community and the programs and services we deliver to residents. The three diamonds in the new logo symbolize Mahone Bay's iconic three-churches reflected in the waters of the bay, but also evoke a tree line, sailboats on the harbour or gemstones representing our treasured community.

The new logo reflects pride in our built architectural heritage but also our natural and social heritage. The choice of colours likewise reflects pride in our heritage and how our community has always been sustained by the ocean (blue), our beautiful natural environment and our responsibility to be good environmental stewards (green), and our treasured community and shared values of neighbourhood and society (gold).

The new logo will be used for official Town purposes including notices to residents, reports, bills, business cards, vehicle decals, and the Town website.



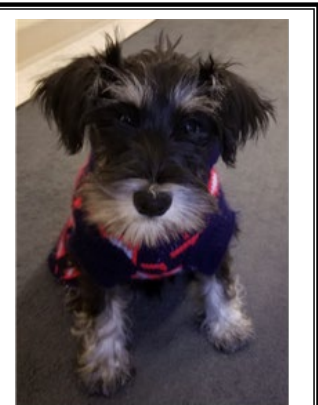
2020 Representative Volunteer



Valerie Hearder, of Talking Trees, has been named the 2020 Town of Mahone Bay Representative Volunteer of the Year.

Valerie first approached Council in April 2018 with the idea of marking the Centennial Year by planting 100 years. Nominated for the Representative Volunteer of the Year because of her tireless dedication to the goal of registering 100 trees in the Centennial year, Valerie has been at every planting and is not shy of planting the trees herself. Thank you to the many volunteers in Talking Trees and the Mahone Bay Garden Society for prompting Mahone Bay to get planting.

Dog Tags



Sophie Biebesheimer -Town of Mahone Bay 2020 Dog Tag #001

The Town of Mahone Bay offers FREE Dog Registration! All dogs must be registered every year.

If your dog does not yet have their 2020 dog tag, come into Town Hall today. And bring your dog – we love dogs!

What do you think?

Transportation Survey

Thank you to everyone who came to the Transportation Plan Discussion on February 20th. If you were not able to join us, please take a few minutes and fill out the Transportation Plan Survey on our website.



Wayfinding Signage



The Town of Mahone Bay and the Mahone Bay Tourism and Chamber of Commerce have been discussing improving Town-owned signage intended for motorists and pedestrians and ensuring it reflects the best Mahone Bay has to offer – we are proud of our beautiful town and want to show it. Please share your thoughts on the survey on our website.

Important Dates

- March 10th – Council Meeting – 7pm
- March 11th – Heritage Advisory Committee – 5:30pm
- March 16th – Cemetery Committee- 3:30pm
- March 18th – Public Information Meeting (Special Events Permitting) – 12 noon
- March 19th – Asset Management Committee Meeting – 3pm
- March 19th – Public Hearing – 7pm (Nursing Home)
- March 19th – Special Council Meeting – 7pm
- March 26th – Council Meeting – 7pm
- March 30th – Age Friendly Community Committee – 7pm