

Marketing levy on the road to adoption



Destination Cape Breton's Mary Tulle and Doug Peach (centre face to) gave an update on the status of the Cape Breton Island Marketing Levy Act to Victoria County Municipal Council on May 10th. Also shown are L-R Councilor Merrill MacInnis, Deputy Warden Fraser Patterson and Councilor Larry Dauphinee.

from page one

revenue from the room levy will be around \$500,000.

Deputy Warden Fraser Patterson asked if the Municipality would receive any compensation for the time and costs incurred for submitting the levy to Destination Cape Breton.

Mr. Peach responded by saying there was no provision for municipal compensation at this time.

Councilor Donovan asked why the operators did not submit the levy directly to Destination Cape Breton.

Ms. Tulle replied that only Municipalities can collect a levy of this nature and that is the reason a bylaw is needed.

Further Mr. Donovan wondered about compliance and who would be responsible for collections.

Ms. Tulle replied that each accommodations operator will be registered under the bylaw. "We have strong industry support for the marketing levy and we are expecting full compliance."

Councilor Dauphinee wondered if Inverness County would be participating in the marketing levy.

"Inverness has decided to watch to see how things work out," Ms. Tulle replied.

Councilor MacInnis was curious to know which other jurisdictions have a room levy.

"Cities such as Halifax, Charlotte-

town, Quebec City and Montreal all are using identical legislation which has worked very well for those jurisdictions," Ms. Tulle said.

Councilor MacNeil asked if the expense to the operator would be detrimental, but Ms. Tulle replied that previously Destination Cape Breton was membership driven with a membership fee. The fee has been dropped so there are no new expenses involved. "We have had no negative feedback from the operators on this. All are seeing the value of an Island-wide marketing fund that the room levy will provide."

Warden Bruce Morrison pointed out there are 27 accommodations in Victoria County which fit the criteria for the marketing levy. He expects a financial report from Destination Cape Breton on the revenues received and the uses to which they are put.

Ms. Tulle saw no reason not to share Destination Cape Breton's annual report with the municipalities involved with the marketing levy.

After the first reading of the bylaws at Council there will be a public hearing on the bylaws and if there are no recommended amendments the bylaws will be adopted.

Municipal CAO Sandy Hudson suggests the best time frame to initiate the bylaw, if adopted, would be January 1st, 2011.

Moose licence lottery opens

Special

The application process for the 2010 annual moose licence lottery is now open.

This year, 325 licences will be available in four moose-management zones within Victoria and Inverness counties -- the only counties in the province where moose hunting is permitted. Hunters must pick a zone and one of three seasons in which to hunt.

The first season is September 27 to October 2. The second season is October 4 to October 9. The third season, which is limited to zone one, is December 14 to Dec. 16. Last year, more than 10,000 applicants entered the draw.

Hunters should carefully consider which hunt and zone they apply for. Terrain, access, available guiding services and abundance of moose differ considerably from one moose-management zone

to another. Even weather conditions can vary between the northern and southern zones.

Applications will be accepted until midnight, June 13. Applicants must have their wildlife resources card number when calling the application line at 1-900-565-3337. The draw will be held at 11 a.m., Thursday, June 24 at the Baddeck Fire Hall, Victoria Co. This is the only occasion when winners will be publicly announced. Winners will also be notified by mail shortly after the draw. Applicants can use their wildlife resource card number to check their individual draw results on-line or by calling a local Department of Natural Resources office.

Detailed information on the Cape Breton moose hunt is available at department offices and on the website at www.gov.ns.ca/natr/draws/moosedraw/.

Salmon stocks are not deemed sustainable

from page one

the decision to open these two rivers.

The ANSMC firmly stands by the position that if conservation needs are not being met, there should be no Mi'kmaq FSC fishing and no sports fishing. According to DFO's own science reports, the conservation targets for these two rivers are not close to being met. The salmon returns to the Middle River are only 29.3% of the spawner requirement set by DFO scientists, and the returns to the Baddeck River are only 34% of the conservation spawner requirement.

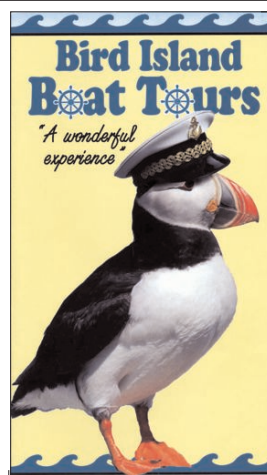
The Middle and Baddeck rivers are seriously below their conservation

spawner requirements (CSRs), and therefore, consistent with both the Assembly's position and CAFSAC, should not be open to sports fishing for salmon.

Assembly co-chair, Chief Terrance Paul, released a statement, saying,

"We do NOT support that aspect of DFO's recommended management action. We also do not feel there should be a Mi'kmaq food, social and ceremonial fishery harvest for salmon in the Middle and Baddeck rivers."

Chief Paul emphasized, "The preservation of salmon stocks and rebuilding the river habitats is a priority to ensure the sustainability of the resources for all Nova Scotians."



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