



Perth-Andover Asset Mapping Workshop Report

Asset Mapping Workshop

March 12th 2008

Civic Centre

14h00 - 17h00

Workshop agenda

- Welcomes & Introductions: participants and project
- Project Goals and Objectives
- Community resiliency, models for collaboration
- What is Asset Mapping?
- General ideas for actions, what has been done elsewhere
- Break
- Asset Mapping Exercise: Identifying assets, threats and supports
- Where do we go from here?
- Adjournment

Participation:

We made contact with Justine Waldeck from the Village of Perth-Andover who provided us with an additional 61 business names and organization addresses. It was a challenge to get the right telephone number to follow up the invitations and to reach the right contact person. We invited 40 people; 13 by e-mail, 20 by post, 6 by telephone and one by fax. 20 confirmed their registration and 8 people participated in the workshop.

The meeting was held at the Perth-Andover Civic Centre at 11 School Street from 14h00 to 17h00. There were participants from Bairdsville to Plaster Rock and they came from a diversity of organization from municipal, hospital, fire department, as artist, recreation commission, community vocational board to voluntary groups such as curling club. This broad spectrum allowed to discuss the possibilities, but it noticeably lacked of business people that the participant could have used to stretch and include them in their discussions. This explainable by the fact that another meeting targeting business owners and operators was hosted at the same time in Perth-Andover. Nevertheless, the town council was present at both events. The community asset mapping workshop was facilitated by Rick Hutchins and Sophie-Michèle Cyr co-facilitated and took minutes.

List of participant:

REPRESENTATIVE FROM	HOME COMMUNITY
Fire Department & Hospital	Perth-Andover



Carleton Victoria Community Vocational Board Inc.	Bath
Curling Club & Elks	Perth-Andover
Retired doctor	Perth-Andover
Recreation Commission	Village of Perth-Andover
Local Artist	Bairdsville
Village of Perth-Andover	Perth-Andover
Carleton Victoria Community Vocational Board Inc.	Plaster Rock ??

Notes from the session

Key assets mentioned in the asset mapping exercise:

We asked participant to identify the six most important assets in their community. The assets could be physical (buildings), economic (kind of business), cultural (events), people (skills and values) and natural (lakes, resources and landscape) related. Below is what the participants identified.

Natural:

-All the participants thought the St. John River was their major asset.

Physical:

-The location is a great asset in terms of being a gateway to Mount Carleton and the United States

-Half of the participant thought the trail network from Perth-Andover to Mount Carleton as important asset.

-Two of the participants and the general group agreed that their Village was very fortunate to be close and visible from the new 4 lane Highway and to have a quick access to it. Is an asset to export and import raw materials.

-All participants, in the exception of two, thought Perth-Andover’s culture and beautiful mountainous landscape in winter as well as in summer were assets to develop from.

People:

-The general participant embraced the aging of the population as being an asset and an opportunity to create services and jobs.

-Also the population is at a retiring age which allows some new people to come.

-The Mayor had two inputs that add to the Perth-Andover’s richness; Many active community and service groups and people are very eager to work and help on projects.

Intangible:

-Then the general well being that the area has to offer such as: safe environment for families and the friendly atmosphere and people.

-A good network



Cultural:

- Two of the men thought that the hunting and specially the Bass Fishing were important assets.
- All participants, in the exception of two, said that Perth-Andover has an interesting arts and crafts community including festivals that mad summer enjoyable. Such as: Bass Tournament, Scottish Festival, Ice Hockey on Pond
- The participants from the Village of Perth (2) underlined the importance of having a very active recreation commission and their own energy commission in the Village.

Economic:

- The village of Perth-Andover is developing a business recruitment plan
 - One participant suggested the strong support from local business as an asset.
 - Others indicated the industrial park to be another one.
 - One participant pointed out the local farming community as an unexploited asset.
- The Mayor and the retired doctor emphasized the importance of having and keeping the hospital open to serve community members of the whole region from Florenceville to Plaster Rock. It enhances the health service but it also brings people in the village. All participants agreed.

Identified threats to assets:

We asked participants to identify what they thought was threatening these assets and the long term prospects for their communities. Below is what the participants identified.

- Loss of youth and some businesses.
- Possible closing of the hospital.
- Lack of promotion of the beauty of the community and the St. John River.
- Aging of the population (identified by 2 participants)
- Have a few members who are part of many different groups.
- De-ruralization, globalization and centralization of services
- People relying on municipality (town council and recreation commission) to make things happen. For tourism; private individuals need to innovate businesses related tourism and promote their business. (Bill Miller is a good example with the Fiddles on the Tobique event)
- Funding limitation
- Energy price rising
- Forests issues
- The tourism association's board of Carleton-Victoria is falling apart

Keeping community strong:

Here, we asked participants to point out what needed to be done to keep the communities strong and healthy.

- Look for new residents
- Expand use of surrounding lands of the town (Hartland has the same issues and has a development plan)
- Encourage small manufacturing and local industries
- Need to develop a tourism strategy



- Engage more people and volunteers
- Promote the River, the community and its assets
- Encourage people to buy locally
- People need to get together, network, and work towards a planed goal.
- Keep community groups active
- Communication, coordination and promotion

Recommendations:

We asked the participants to recognize ways to work together and what they thought was the best ways to “connect” communities. We also asked them to tell us what have worked in the past. There answers were as follows:

- Inform each area of the assets in each community and encourage each community to work together
- Have an Upper St. John River Valley Tourism organism or something...form a focus group for the Valley.
- Form a Perth-Andover community council to organize concerts, activities and tourism strategy for the village.
- Simply by getting together more often (Community service groups and municipal village council)
- Get the service groups & volunteers involved and RECRUIT.
- Through the Village website, that needs to be updated.

Concrete actions to get there (from a planning grid)

We distributed a planning grid for participant to imagine and dream a project that could be done to address the identified threats, a project that is feasible for them. The planning grid asks the following questions: Name of the project, project leader, **What** is it? **Why** do we need it? **When** is it feasible? **Where** would it take place? **Who** needs to be part of it? And **how** are you going to get there?

Website & Tourism:

What? : To develop, enhance and update the Village Website and include things that would entice tourists.

Why? : To promote the town’s beauty and cultural activities because most people are not aware of the area’s offerings.

How? : The website needs to be updated with pictures especially of the river and festival such as Gathering of the Scots and the Bass Tournament and also from the postal card competition. Promote boating and crafters. Their needs to be an online directory that maps the crafting, the arts, the local products and activities. And promoting the trails system to Mont Carleton.

Pontoon Boat Project:

Why? : Show peoples the beauty of the area. There was a private service before, but those people are gone now, it would be a good small business opportunity.

When? : Summer & Fall

Where? : Along the St. John River



How? : Need to get more information on the subject and the past activities and find people to invest in that type of business.

Trail system:

What? : Develop nicer trails, lighted for walking, biking, etc. Have facility along the trails for everyone, could be used all year around

Where? : Throughout the municipality. Perth-Andover and the surrounding areas. To Mont Carleton.

Who? : Involve municipality, possible trail council branch, Province, Federal and local service groups and four wheelers association.

How? : Application for funding. Accomplish the project in phases.

More ideas (from flip chart)

These are the notes taken on flip chart paper by the facilitators while there were discussions about different possible ideas that could address some weaknesses found in these communities.

Aging of population as a developing asset:

-Have a community housing for seniors that contains all the needed resources and promotes “active living”.

-Educating seniors about the services that they have access to.

-Organizing a bus tour for seniors to visit and attend to community event and activities.

Directory:

-Develop an online but also paper directory to map all the local products (agriculture), art and crafting, and community and cultural activities.

Promoting local foods:

-Presently the hospital, schools and restaurants are contracting out their food services. One participant pointed out that they should be replaced by supplying from local producers and distributors. Have locally prepared food for those kitchens.

-The local foods should be available in the local stores!

***These two inputs will promote local economy and create new job opportunities.

Attract people out of the highway:

-Put information out on the highway to attract people in the village. Have some parking area for big mobile homes to park as long as needed.

Perth-Andover needs a Tim Hortons