



**Community Asset Mapping – Wrap-up session**  
**April 4<sup>th</sup> 2008**  
**Falls Brook Centre**  
**13h00 to 16h30**

**Session Agenda:**

- Lunch – main building of Falls Brook Centre
- Introduction and welcome (move to conference centre)
- 1. Quick review of the project: **What have we learned?**
  - Project objectives review
  - Asset Mapping & governance research
  - Outcomes of planning session in Nackawic, asset mapping workshop in Perth-Andover and Hartland
  - **Similarities observed along the Valley**
  - Preliminary results of student survey
  - Nackawic and Juniper case studies and short report of Burtt's Corner community resilience project
  - Resources (web, labor activities and County Bridge)
- 2. **What should we do with these learnings and resources?**
  - Distribution of resources
  - Who are the champions?
  - How do we support them?
- Break
- 2. **Where do we go from here?**
  - What follow up work needs to be done to move this agenda forward?
  - How can we build upon this project and support the process?
- 2. **Feed back on the process and future vision**
- Adjournment

**Participant:**

For this session, we have invited all previous participants and interested parties. This time of year being the end of fiscal year, the beginning of maple sugar activities and a critical and decisive time for forest sector makes it challenging to mobilize people. Nevertheless, we had representative from previous regional sessions and new interested parties. The session was held April 4<sup>th</sup> from 13h00 to 16h30 at Conference Centre of Falls Brook Centre in Knowlesville. The meeting was facilitated by Sue Rickards and Sophie-Michèle Cyr.



**List of participant:**

<b>REPRESENTATIVE FROM</b>	<b>HOME COMMUNITY</b>
Carleton-Victoria Community Vocational Board Inc.	Perth-Andover
Enterprise Carleton	Woodstock
Member of Falls Brook Centre Board	Sussex
CATCA (Committee Against Transfer of Crown Land Allocation)	Juniper
Metapra Associates Inc. (social service agency)	Debec
Fundy Model Forest	Sussex
Executive director of Falls Brook Centre	Knowlesville
Debec Local Service District	Debec
Meduxnekeag River Association	Dumfries
Rural District Planning Commission	Woodstock
NANY	Nackawic

**1. Quick review of the project:**

In this section we present to participants the resumed inputs and outcomes of previous session. This overview is crucial as it will foster and provide a direction for the following discussions that will advise us on the frame on which to carry on this project for the future.

• The **main objectives** of the projects were:

1. Carry out the asset mapping for the region Nackawic to Perth-Andover of the built, social, and natural environment. Quick overview of the process: Assets → Threats → Supports → Envisioning the future → Actions to get there.
  - We informed the participant that we have been doing research on Asset Mapping
2. Suggest a governance model and identify the existing one that can be further developed and researched, and hold community discussions to modify this model so that it has useful applications.
  - Governance = mechanism through which we can achieve the anticipated goals. Trough this process the participants have identified some governance models that needs to be better used and develop (LDS, Town councils, existing structures as much as possible, enhancing the networking and communication tools and opportunities). And we informed the participant that we have done research about different governance models.



3. Measure, document and share learnings, tools and practices which will be developed during the course of the project by disseminating information through local networks, holding workshops, providing tours, working with educational institutions and other means of public exposure.

At the request of the participants from the first workshop we gathered youth inputs on their community assets through a survey.

• **Overview of previous workshops:**

Nackawic:

-This community had already initiated an Asset Mapping process in 2007 after the mill closure of 2004.

- The workshop that was held in Feb 20<sup>th</sup>, since they had already done the asset mapping process, the session focused on second steps to take. It was more of an action planning workshop; the participants described project ideas and actions to get there.

-Representatives: from Millville, Dumfries, Maple Ridge, Hawkins Corner, Upper Southampton, Rossville, Bear Island and Temperance Vale. The Nackawic group is composed of 12 persons.

-There planning focused more on improving the quality of life that their community has to offer; service like projects. The agenda was a little straighter forward we only did a quick review of the Asset Mapping outcomes and added a planning grid. That's where they wanted to go...

Here are the ideas that are going to be initiated:

-Senior transportation service

-Home care: matching the care workers with people with needs

-Local product pamphlet and directory of services and businesses: to link goods and services with the people

-Meals on wheels

-Gather elder's stories about their community

-A pick-up and delivery service for general public

Perth-Andover & Hartland Workshops (covering from Florenceville to Woodstock:

-The Perth-Andover community is a very active one; by this I mean that the town council and the recreation commission are very active. This community was made stronger by their past battle to keep their hospital open and their power commission strong and healthy. There were no representatives from the business side this workshop because a meeting for the business of Perth-Andover had a meeting in the same time as the workshop. But there was one representative from town council at both meeting.



-The workshop in Hartland was a little more challenging because it was covering a broader region (from Florenceville to Woodstock), but there it turned out good and the ambiance was amazing. The town of Hartland has by now initiated a planning process for the management of their space and their entrepreneurial businesses activities.

The discussions and ideas for actions were more regionally focused compared to Perth-Andover.

Overall, every where we have been in this County, the people cared about the future of their community; they cherish rural living and local products.

**Here are the commonly cherished assets along the three regions:**

1. The St. John River and its tributaries, with their potential for recreation, education and economic development including fishing and hunting.
2. Small businesses with growth potential as an economic asset including local food and farms.
3. The existing infrastructure, including recreation facilities specially the public services such as the schools and the hospitals.
4. It was underlined at three sessions that the valley has an aging and retiring population that should be an asset to build upon.
5. The whole region was identified as being important gateways to the US and national parks, lake systems and natural reserves (Mount Carleton, Grand Lake and Spednic Lake and protected area)
6. The new highway is definitely an asset for marketing but can be a threat to tourism assets for some regions.

This process permitted the participants to make recommendations to support and keep those community assets strong.

**Here are the common recommendations along the three regions:**

1. Need to develop and better use the networking and governance structures that exist. The members of these structures should meet and have information sessions with public more often to discuss different issues and to strengthen the communication, coordination and promotion process. For example, one participant from Hartland said: Develop networking structures and better connection with the LSDs to promote and develop the entire area.
2. Find ways to attract highway users into the surrounding communities to boost marketing and tourism possibilities.
3. Increase availability of local products and businesses and promote niche markets in Carleton-County. In all three workshops it was envisioned to develop a local directory for local products, services and businesses.
4. All three visited region want to develop a tourism strategy. The St. John River Valley Tourism Association is a great tool for developing tourism.
5. All community identified centralization of services and general globalization as major threats to the sustainability and resilience of their communities.



The above inputs are what we hope will form the basis of a strong vision for the future of the St. John River Valley. While we are available to provide resources and assistance, this vision must be realized by the initiative of the public. With this wrap-up session we hope to develop a strategy to engage the process leading to the identified goals.

- **Student survey:**

We informed the participant that we have conducted a grade twelve student survey in five schools of the region encountered by this project.

- **Case studies:**

We have been following the Juniper and Nackawic communities in their struggle to adjust and reorganize after mill closure.

Nackawic: We presented a short review of the past; their first asset mapping and the follow-up we have been doing. We insisted on the fact that the reopening mill and that the process had not been followed up by any facilitator discourage the initial will found in the first asset mapping initiative.

Juniper: The mill closure initiated the organization of the community. Two groups were formed.

-First the CATCA: Committee Against Transfer of Crown Land Allocation. Goal: to address the policy that encouraged the closure of the mill and to get involved at the provincial level to address the province crisis.

-Second group formed around Enterprise Carleton, a community economic development agency, to develop a vision the economic activities for the future.

Both the case studies are in the county bridge.

- **Community resilience project in Burtts Corner:**

What? Look over both preparedness and capacity to respond to crisis at the community level.

- How ready is our community for a health emergency? Have we done any emergency planning already in this field? Are we aware of the risks?
- How would our community react right now to a health emergency if one were to occur today?
- Who do we have to work with?

Who? volunteer firefighters, search and rescue, ambulance services, community schools, home care providers, seniors, a Member of Parliament, planning committee members, town officials, pandemic planning committee members, local service districts, local businesses, concerned citizens and seniors. Emergency Measures



Organization (EMO), Province of New Brunswick (Dept. of Social Development) and the Canadian Red Cross. A very representative group.

Outcome: Once Randy from EMO completed his presentation the facilitator asked the group (roughly 25 participants) how many of them knew of this detailed strategy or more specifically, how it would be implemented in their communities. Of the group there were only 6 hands that went up. What was evident and becoming clear was that the “**connection**” was not as strong as one might have thought. In fairness to the presenter from EMO he made it very clear that a plan was in place and that the key responders knew their roles. However, amongst the participants there was agreement; for the most part they did not know what the planned response was for their communities. This was a key learning, early in the process. The question became: *whose responsibility is it to insure the citizens in a community are prepared and more importantly that the citizens know the plan, as well as how and where to respond?*

• **Resources & Website:**

All the information gathered in the framework of this project will be described in the final report. This report will be available on our website and to all the participants and parties who manifested some interest in this project. We are working on a follow up project submission and this session is crucial in describing further steps and goals to carry on this process.

**2. Outcomes from the session:**

• **Discussed recommendations for further envisioning:**

-The present asset mapping primarily focused on human resources, there should be further mapping about Land use and resources on the ground. This is the starting point to make a better use of the Land. (Ecological Land Classification, Vince Zelazny)

-As for the question: Who are the champions? It was suggested that we should describe the champion and then link them to project. The envisioned project should also be described and proposed to entrepreneurs who would be interested in investing or developing the identified assets. One participant proposed that we should have a business plan competition for Asset use.

-It was the general feeling that this region is suffering of social melancholy and that any further steps should have concrete project to address this issue and that the people need to know that they are the major player for building capacity. Empowerment is important for the success of the project. Use positive reinforcement. Having small and precise goals for the participants that insure success will allow people to realize what they are capable of. People need to be educated and agree on the fact that they need a plan to be secure. Generally, the public are defensive when it comes to planning, they think that you are “telling them what to do”.



- In the report to community there should have a contact list of participants.
  - It was agreed that we should try to encourage the communities to capture the retirees from the locality and from outside.
  - In response to distribution of local product, one participant said that we should subsidize the retailers to buy local.
  - It was the general feeling that the people need to get together more often to celebrate and dare to dream. The project should stimulate this by proposing to the communities to host a similar festival that we had here Saturday April 5<sup>th</sup>. Expand excitement and attract youth to wood products diversity.
  - We should jump in the boat of bigger stakeholders instead of feeling competitive.
  - The report for community should be suitable and accessible for general public, town and recreation councils, NGO and non-profit, businesses and services people.
  - It was proposed that there should be an advisory group with mandate to map locally.
  - This process (asset mapping) is a preamble, and it is needed for transparency because it considers all perspectives.
  - Take a look at the documents proposed in the framework of the public meeting on wind power. It is a great model for community interactions for planning.
- **General conclusion:** the keystone issue in building sustainability is empowerment of communities to take responsibility for their own development and building the capacity for action. It is crisis (or the threat of crisis) which galvanizes action. The wrap-up session identified three directions for movement.
1. Asset-mapping. This project was just the beginning. There are many more assets to be identified and mapped. There was an agreement that this is a thrust that should continue. Simon explained what he is doing in Dumfries (door-to-door to find out what the locals produce that could be sold) and I told about the emergency preparedness meeting in Burt's Corner and how it opened the door to asset mapping based on being prepared and resilient - who can do what, who has what equipment, etc.
  2. Governance. The talk turned to the lack of local government in most rural communities. Perth is a good example of an organized community but they have a municipal socioeconomic infrastructure that works well. It was reinforced that the LSD (Local Service District) are falling apart and that there is a governance model discussed around the Valley. This concept is called the Rural Community should be explored because there is some movement in that direction in the



"border" area, Keswick Ridge and the region from Jacksonville to Meductic (contact person Steward Fairgrieve works with David Alward of CMLA Woodstock). Perhaps we need a citizens working group along with recreation council to initiate and mobilize. It was also proposed that all LSDs should get together and develop networking capacity. Rural planning should be the focus of the governance model to resiliency.

3. Tools/resources/role of FBC. People seemed to want an inventory or a resource list based on asset-mapping of everything - businesses, organizations, locations of things... and it was suggested doing this by a map approach (eg. grouping everything geographically by community instead of by function). This could be developed by and through FBC. There was general agreement to gather all isolated directories and build an electronic directory through maps to identify niche markets, small businesses, services and other useful community assets. For this purpose it would be great if all interested communities would build a directory to contribute. Tracy Foster said that Enterprise Carleton is ready to share their directory of 8000 businesses and work with us on a regional directory. It was also suggested that this resource should be available on web for local use but also for people outside that would like to find things in the area like urban people also this would be a great tool for tourism.

Some of the community members made the point that the emergency preparedness/resilience approach was the "hook" to engage people in asset mapping because it is very specific and it directly touches people's lives. We felt strongly that this would open the door to the larger issue of communities which are sustainable in every respect. I am not sure how to operate this but I don't think it should be lost, because the session participants understood that doing something that everyone recognizes as valuable is the way to build civic engagement. Strategic planning and visioning sessions have their place but they do not retain participants after the initial experience. Projects do.