CASE STUDY

Leading by Example:
## How Pictou County Reimagined Meeting Records with AI

ABOUT THE MUNICIPALITY OF PICTOU COUNTY

The Municipality of Pictou County (MOPC), located in northern Nova Scotia, is home to approximately 20,000 residents. This rural community features a diverse landscape of farmland, forests and industry, offering both natural beauty and economic opportunity.

THE CHALLENGE: MAKING COUNCIL MEETINGS ACCESSIBLE

Making council meetings accessible has been a priority for the municipality. They've been streaming their meetings on YouTube for many years.

While video conference tools like Zoom and Teams now have built-in transcription and note-taking capabilities, they simply don't plug in to this model. Municipal council meetings are typically held in council chambers. Councillors generally have access to their own microphone, but these microphones are fed into a single-channel A/V system, rendering tools like Zoom or Teams unfeasible. At best, the resulting output is a single video file or audio file - no separation of individual speakers, no separation of audio tracks, no transcription, and no time-stamping.
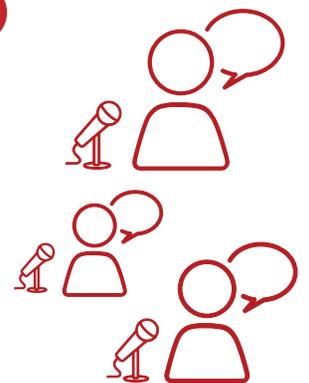
THE OPPORTUNITY

The Municipality of Pictou County had the goal of implementing an AI-powered solution that could take a single pre-recorded audio or video track from a meeting and do the following:

- Generate a time-stamped raw transcription of the entire meeting,

- Analyze the audio to identify unique speakers and assign names wherever possible,

- Normalize the raw transcript with knowledge references, ensuring that proper names, communities, staff, and other internal references are identified and preserved wherever applicable,

- Prepare a minutes document following specific structure, formatting, and language requirements.

"The traditional process of generating minutes was extremely time-consuming for our team.

A key factor in this solution was making it compatible with our existing infrastructure."

Adam MacInnis, Communications Officer
Municipality of Pictou County

THE SOLUTION

MOPC worked with VMP Group, an Atlantic Canadian digital services firm with 30 years of experience in technical innovation.

With nearly 20 years of experience developing AI applications to solve real problems, VMP worked with Pictou County to design and pilot an AI-powered workflow. The solution needed to meet three core requirements:

1. *Be user-friendly.*

2. *Improve speed, increase efficiency, and save time.*

3. *Support existing infrastructure (i.e. a single-channel audio or video file).*

"Speech-to-text software has been around for a long time - it's nothing new. This assignment, however, required a complex workflow and layers of AI inference.

The end solution needed to not only transcribe raw speech; it needed to intelligently detect unique speakers, maintain specific community context, and then prepare minutes that adhered to MOPC's formatting standards."

Shawn Green, President & CEO, VMP Group

THE OUTCOME

VMP Group developed an AI-powered workflow that leveraged several different technologies and strategies: text-to-speech (transcription), speaker detection, community context & analysis, tightly formatted minutes and a self-hosted AI model. These technology layers and workflow components work together to perform all of the heavy lifting behind the scenes.

The result is a tool that provided a simple interface for user interaction (a basic website form). A user can upload a meeting recording (audio or video) and the system does the rest.

Within minutes, three MS Word documents become available: the raw transcription, a context-aware (normalized) transcription, and properly formatted meeting minutes.

"This solution can not only be applied to our council meetings. It will work for a range of other meeting types.

The time we're going to save will be significant."

Adam MacInnis, Communications Officer Municipality of Pictou County

Pictou County Meetings Transcriber
Please submit the source for your meeting to be transcribed. The process can take several minutes.

Tip: keep this tab open until the upload completes. If your computer sleeps mid-upload, the browser will pause network traffic.

Upload Video File (if using Video option)
Choose File   No file chosen

Upload Audio File (if using Audio option)
Choose File   No file chosen

Enter the Meeting Date *
yyyy-mm-dd

Meeting Type (e.g. Council, Committee, etc.) *

Number of Speakers
5

Submit

✅ **Transcription Complete**
Your meeting has been transcribed and processed. Three documents are available for download:

Raw Transcript (Original)
Verbatim transcription with speaker labels (SPEAKER_00, SPEAKER_01, etc.)

Normalized Transcript (Enhanced)
Full transcript with identified speakers and corrected names/locations

Meeting Minutes (Summary)
Formal minutes with attendance, decisions, and action items

Meeting Details:
Date: 2026-02-02
Type: Council

Screen capture of VMP Group's Meetings Transcription System