

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
April 12, 2016**

Present: Chair Mayor Michael Tompkins, Councillor Mersereau, Holly Sanford, Amy Matthews, Alan Melanson, CAO¹ Greg Barr and Recording Secretary Sandi Millett-Campbell.

Regrets: Councillor Paul Paquette, Bill Monk

1. **CALL TO ORDER:** Chair Tompkins called the meeting to order at 6:09 pm.

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2016-APR-12-1

It was moved by Councillor Mersereau, seconded by Alan Melanson to approve the agenda as presented. **CARRIED.**

3. **APPROVAL OF THE MINUTES – March 8, 2016**

MOTION #MEDC-2016-APR-12-2

It was moved by Councillor Mersereau, seconded by Alan Melanson to approve the minutes of March 8, 2016 as presented. **CARRIED.**

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS – None**

6. **BUSINESS ARISING**

i. Workplan

CAO Barr had the Committee working on the desired goals and outcomes for the vision of the Committee in regards to the two topics Business Retention & Expansion and Destination Marketing. The Committee Members decided these would be their top three for each topic.

Business Retention & Expansion:

- Increase tax base on non-residential
- Increase business net gain and start ups
- Increase workforce

Destination Market:

- Increase Visitor
- Increase in Shoulder season activities
- Advertising and Social Media

The Committee will continue to work on BRE & Destination Marketing at the next MEDC meeting in May. Community Development Coordinator Millett-Campbell will email out the list of ideas and each member will prioritise each list with their targets and how we will measure the

¹ Chief Administrative Officer

success for each listed above. Each member will email CDC Millett-Campbell their ideas by May 2, 2016 to be included in the agenda package for the May meeting.

ii. Budget Discussion

The Committee reviewed all the applications received for funding requests, discussed and debated some of the applications, and finished the first draft of the Grants and Donations requests. The Committee will bring their budget/project requests to the May meeting for budget consideration. As some of the requests are time sensitive the following motions were made.

MOTION #MEDC-2016-APR-12-3

It was moved by Councillor Mersereau, seconded by Holly Sanford to approve the amount of \$250 to the Clean Annapolis River Project in support of the two workshops on the conditions that CARP look for a matching sponsor of \$250, that the workshops are located at First Pond and the French Basin Trail, and that the workshops will take place over the weekends so that families will be able to attend. **CARRIED.**

MOTION #MEDC-2016-APR-12-4

It was moved by Councillor Mersereau, seconded by Alan Melanson to approve the amount of \$400 to the Society of Fibre Artists of the Annapolis River with the condition that all print materials include supported by the Town of Annapolis Royal and the Town logo. **CARRIED.**

MOTION #MEDC-2016-APR-12-5

It was moved by Councillor Mersereau, seconded by Alan Melanson to approve the amount of \$500 to the Annapolis Basin Community Band with the condition that all print materials include supported by the Town of Annapolis Royal and the Town logo. **CARRIED.**

The Committee would like to send an official letter to the organizers of the Easter Eggstravaganza and a notice in the next Town Crier to thank the volunteers for a job well done.

iii. Signage – Highway 101

Mayor Tompkins would like to see the Committee discuss changing the current highway 101 signage with the new logo. Due to time restrictions this topic will be put back on the agenda next month.

iv. Lady of Good Cheer – Discussion on residential and/or Commercial properties

Mayor Tompkins tabled the discussion till next month.

v. Spring Luncheon – May 5, 2016 Theme: 2016: Are you ready? TIANS sponsor

CDC² Millett-Campbell updated the Committee on the progress of the Spring Luncheon. The date has been selected for May 5th from 11am to 1pm. The theme is 2016: Are you ready? TIANS³ has agreed to sponsor part of the Luncheon for \$250 and will be the main speaker. The price of the luncheon will be \$10 this year to help offset the cost of the lunch. Mayor Tompkins would like to have time to update the group on the Waterfront Development and the Academy.

² Community Development Coordinator

³ Tourism Industry Association of Nova Scotia

7. NEW BUSINESS

i. Provincial VIC⁴ Advertising Opportunities
Mayor Tompkins tabled the discussion till next month.

ii. Mural Project
Mayor Tompkins tabled the discussion till next month.

iii. Citizenship Ceremony
Mayor Tompkins tabled the discussion till next month.

8. TWINNING COMMITTEE MINUTES

Mayor Tompkins tabled the discussion on the draft mandate till next month.

9. CORRESPONDENCE FOR INFORMATION

10. ADJOURNMENT

MOTION #MEDC-2016-APR-13-6

It was moved by Amy Matthews to adjourn the meeting at 9:30 pm. **CARRIED.**

Next Meeting: May 10, 2016

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

⁴ Visitor Information Centre