

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
February 9, 2016**

Present: Chair Mayor Michael Tompkins, Councillor Paul Paquette, Holly Sanford, Bill Monk, Amy Matthews, Alan Melanson, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell. Also in attendance Cheryl Anderson, Wayne Smith, Christine Igot, and Sally O'Grady.

Regrets: Councillor Byron Mersereau and Cliff Drysdale

1. **CALL TO ORDER:** Chair Tompkins called the meeting to order at 6:05 pm.

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2016-FEB-9-1

It was moved by Councillor Paquette, seconded by Alan Melanson to approve the agenda with the following addition; under 7 Business Arising iii) ARRA Update. **CARRIED.**

3. **APPROVAL OF THE MINUTES – January 12, 2016**

MOTION #MEDC-2016-FEB-9-2

It was moved by Bill Monk, seconded by Councillor Paquette to approve the minutes of January 12, 2016 with the following addition; under 7 Business Arising iv) The Explorer Pull Out Map to include in Motion #MEDC-2016-JAN-12-4 as per the following details \$2562 for the first year and \$1950 for the next four years ending 2020. **CARRIED.**

4. **WELCOME NEW MEMBER**

Mayor Tompkins welcomed Alan Melanson to the Committee and thanked him for volunteering his time to sit on the Committee.

5. **PUBLIC INPUT - None**

6. **PRESENTATIONS – HISTORICAL TWINNING – Cheryl Anderson**

Cheryl Anderson updated the Committee on the project with White Plains Historical Society and the background on the connection with the group. Annapolis Heritage Society (AHS) has an interest in pursuing a twinning with the White Plains Historical Society. AHS has starting communicating back and forth and both groups are interested in exploring ways to further develop the bond between the two communities. At this point AHS is asking the Town to back up this endeavour with a letter of support to White Plains Historical Society and if the Town would be interested in Twinning with White Plains New York. Mayor Tompkins agreed to give a letter of support to AHS for the twinning with the groups and see if there is an interest from the Community to take part in the efforts.

7. **BUSINESS ARISING**

i. Workplan

CAO Barr stated that Town had its first Strategic Plan meeting. The group did a Strength Weakness Opportunities and Treats (SWOT) analysis and the next step is for a survey to go out to the public. The Town will be revisiting the vision and the Town's goals. Ideally we would have this complete before we work on MEDC strategy and goals, but CAO Barr feels the Committee

should start working on the work plan. The Committee discussed working on the goals, Business Retention and Expansion, Destination Marketing, Increase Population, and Land Development. Committee members are going to review the four categories and bring their ideas on the goals and strategies to the March meeting.

ii. Explorer Pages

Alan Melanson handed out copies of the new proposed maps that will be inserted in the Explorer for the Committee to review. After reviewing the maps the Committee would like to see some changes to the Walk Annapolis Royal map. The Committee would like to group together the similar items on the legend, change the title to Recreation Annapolis Royal, and add the ARRA gym to the legend. On the Accommodations, Shops and Restaurant map the Committee would like to see the new logo to float on the page instead of inside the white box. The Committee would also like to see the pages reversed with the Accommodations, Shops and Restaurant map be page 9 and the Recreation page become page 14.

iii. ARRA Update

Mayor Tompkins updated the Committee on the second public meeting for the ARRA development. There was a good turn out with lots of interest. The developer is working on the final floor plans, the 3D model and getting the website complete.

8. NEW BUSINESS

i. Appointment to Natal Day Committee

Mayor Tompkins asked the Committee is anyone is interested in being the Chair for the Natal Day sub-committee as now the position is vacant. CAO Barr confirmed that a second member is not required to sit on the sub-committee.

MOTION #MEDC-2016-FEB-9-3

It was moved by Councillor Paquette, seconded by Alan Melanson to nominate Holly Sanford the Chair of the Natal Day Committee. **CARRIED.** Holly Sanford accepted the nomination.

ii. Appointment to Waterfront Development Committee

CAO Barr reviewed the policy and another member of MEDC is not required to sit on the Committee.

iii. Twinning Committee Direction

Councillor Paquette reminded everyone that the Twinning Committee is a sub-committee of MEDC and there could be other twinning possibilities in the future. Councillor Paquette suggested that one member of MEDC could meet with the Chairs of the Twinning groups twice a year, once in February to set up and review budget requests, and once in the fall to get an update on the projects and the plans for going forward. Each Twinning Committee would send the minutes to MEDC to be included on the agenda. Each Committee would also have a mandate that would incorporate the vision and goals of the Town. It would be set up with one Committee, one budget, showing the funding for the programs and projects, showing the objectives, growth, and targets moving forward. To give the Committee time to think about the benefits of the twinning the Committee will discuss a twinning mandate at the April meeting.

iv. Startup 100

Mayor Tompkins received information on the Startup 100 program through St Mary's University. The program is to match up youth entrepreneurs with businesses in the local areas. The Town has advertised the program in the February Town Crier and CAO Barr is meeting with the Chair of the Annapolis Board of Trade to discuss the program.

Mayor Tompkins requested information on the Welcome packages supplied by the Town. Community Development Coordinator will invite Elsa Riley to the next meeting to give an update on her process for all new residents.

9. TWINNING COMMITTEE MINUTES

Nothing to report.

10. CORRESPONDENCE FOR INFORMATION

For information only.

11. ADJOURNMENT

MOTION #MEDC-2016-FEB-9-4

It was moved by Councillor Paquette to adjourn the meeting at 8:55 pm. **CARRIED.**

Next Meeting: March 8, 2016

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell