

**Marketing and Economic Development Committee (MEDC)  
Unapproved Minutes  
June 14, 2016**

**Present:** Councillor Mersereau, Councillor Paul Paquette, Holly Sanford, Amy Matthews, CAO<sup>1</sup> Greg Barr and Recording Secretary Sandi Millett-Campbell.

**Regrets:** Chair Mayor Michael Tompkins, Bill Monk, and Alan Melanson

**1. CALL TO ORDER:** Councillor Paquette called the meeting to order at 6:10 pm.

**2. APPROVAL OF AGENDA**

**MOTION #MEDC-2016-JUNE-14-1**

It was moved by Councillor Mersereau, seconded by Amy Matthews to approve the agenda with the addition under 7. New Business vi) Annapolis Investments in Rural Opportunity (AIRO).

**CARRIED.**

**3. APPROVAL OF THE MINUTES – May 10, 2016**

**MOTION #MEDC-2016-JUNE-14-2**

It was moved by Councillor Mersereau, seconded by Holly Sanford to approve the minutes of May 10, 2016 with the following amendments under 6. Business Arising i) Workplan change to Destination Market'ing', change of events to "by" 4, add 1 "new" advertising medium; under ii) Budget discussion change short fall to one word. **CARRIED.**

**4. PUBLIC INPUT - None**

**5. PRESENTATIONS – None**

**6. BUSINESS ARISING**

**i. Workplan**

CAO Barr had the Committee focus on how to achieve the goals and outcomes for the two topics Business Retention & Expansion and Destination Marketing. The Committee Members identified outcomes that would support the goals for each topics.

Business Retention & Expansion:

- REN<sup>2</sup> - Invite the Digby and Valley REN to make a presentation to our Committee to discuss the value for our Town to join a REN. CDC<sup>3</sup> Millett-Campbell will invite them to come to the next meeting at 6 and 6:30pm.
- Bill 177
- Education /Communication to address the business tax rate, assessment, and the Open for Business attitude.

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<sup>1</sup> Chief Administrative Officer

<sup>2</sup> Regional Enterprise Network

<sup>3</sup> Community Development Coordinator

- Farmers' Market extension of hours, possibility of second shift. Invite Farmers' Market manager to attend a MEDC meeting to discuss the possibilities and to increase the time and a second shift. Also look at expanding the winter market.
- Buy Local campaign, such as Local 4 Locals, and moving towards 3-4-\$ in the future.

**Destination Market:**

- Social Media and contests
- Billboard – locations old highway 1 or Digby Ferry
- Destination Weddings
- Stay another day by increase events, costume performers, etc.
- Highway 101 signage
- Promote area not just the Town
- Bed tax – take # \$ from current commercial rate and dedicate it back to marketing and promoting

Due to time restrictions the Committee moved along on the agenda.

**ii. Facebook page**

Amy Matthews wanted direction from MEDC on the Facebook updates. Amy submitted a sheet of her goals, ideas, use of hashtags, paid promotions and contests that she would like to volunteer to update.

**MOTION #MEDC-2016-JUNE-14-3**

It was moved by Councillor Mersereau, seconded by Holly Sanford to recommend to Council to accept Amy Matthews as the social media volunteer and to implement the social media strategy submitted on June 14, 2016. **CARRIED.**

**7. NEW BUSINESS**

**i. Website Redesign**

CAO Barr updated the Committee that the RFP was issued. We received 12 respondents – 7 from United States, 1 from India, and 4 within Canada. The Mumford Connect application was the best price, had good reference checks, and was awarded the RFP. Mumford Connect is the company and Rob Place came down today to meet with staff to start the process and listen to our ideas. At the next MEDC meeting we will have three designs for the Committee to review. CDC Millett-Campbell will be working on the high level of the look and feel of the design and EA<sup>4</sup> MacManus will be working on revising the content of the current website materials. Councillor Mersereau would like to see management plan in place to keep the website current and up-to date.

**ii. Natal Day Update**

Holly Sanford updated the Committee on the plans for the Natal Day activities. We are still waiting to hear if we received the grant from Nova Scotia Tourism for an outdoor concert on the front lawn of the Academy. Currently the Princess Committee is still looking for candidates. The Legion, Fire Hall and the Historic Gardens have submitted their events. We have invited the HMSC cadets were invited to do a boat rigging demonstration and the HMSC band to play maybe

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<sup>4</sup> Executive Assistant

at the Lighthouse. The location for the boat rigging demonstration is yet to be decided, but looking at maybe the Irving site. The Committee also has put out donation boxes for the Natal Day fireworks around Town. The Committee is also looking at adding other events to the schedule.

**MOTION #MEDC-2016-JUNE-14-4**

It was moved by Holly Sanford, seconded by Amy Matthews to recommend to Council to direct staff to contact Irving to get permission to use the property on St George Street on Saturday July 30<sup>th</sup> of Natal Day weekend for a two hour boat rigging demonstration. **CARRIED.**

**iii. Mural Project**

CAO Barr updated the Committee on a proposal for a mural project in Town. CAO Barr handed out the proposal that was submitted to Council for the Committee to review. The Committee should consider the mural proposal and if it fits in with our mandate within an economic development strategy.

**MOTION #MEDC-2016-JUNE-14-5**

It was moved by Holly Sanford, seconded by Councillor Mersereau to recommend to Council to direct staff to contact the President of the Annapolis Board of Trade with the mural concept and see if there is support for the project. **CARRIED.**

Councillor Paquette asked for a motion to extend the meeting.

**MOTION #MEDC-2016-JUNE-14-6**

It was moved by Councillor Mersereau, seconded by Holly Sanford to extend the meeting time to a maximum of half an hour. **CARRIED.**

**iv. Citizenship Ceremony**

CAO Barr updated the Committee about discussion with Lillian Stewart at Parks Canada regarding conducting a citizenship ceremony on Canada Day 2017 in partnership with Parks Canada. CAO Barr asked the Committee to review that website link for more details.

**MOTION #MEDC-2016-JUNE-14-7**

It was moved by Holly Sanford, seconded by Amy Matthews to recommend to Council that the Town collaborate with Lillian Stewart at Parks Canada on a citizenship ceremony for July 1, 2017 at Fort Anne. **CARRIED.**

**v. Bill 177**

CAO Barr explained the concept to help rural municipalities to institute a By-Law that allows certain assessment increases to be phased in over a maximum of 10 years.

**vi. AIRO – Annapolis Investments in Rural Opportunity**

Holly Sanford updated the Committee updated the new business at the Train Station. Jane Nicholson would like to come to the September MEDC meeting to update the Committee on the business. AIRO already has helped two new businesses in Town. AIRO also has committed to volunteer five hours a week to the Annapolis Board of Trade for administrative support. Great addition to Town.

**8. TWINNING COMMITTEE**

The Committee reviewed the Twinning Mandate submitted by the Twinning Committee. The changes made by Councillor Mersereau will be sent back to the Twinning Committee for their review. Councillor Paquette updated the Committee on the three Royan students on their internship. The Annapolis Heritage Society is in contact with pursuing a twinning with the White Plains Society.

**9. CORRESPONDENCE FOR INFORMATION - None**

**10. ADJOURNMENT**

**MOTION #MEDC-2016-JUNE-14-8**

It was moved by Councillor Mersereau to adjourn the meeting at 8:32 pm. **CARRIED.**

**Next Meetings: July 12, 2016**

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Councillor Paquette

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Recording Secretary Millett-Campbell