

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
March 8, 2016**

Present: Chair Mayor Michael Tompkins, Councillor Paul Paquette, Councillor Mersereau, Holly Sanford, Bill Monk, Amy Matthews, Alan Melanson, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell. Also in attendance Elsa Riley and Cliff Drysdale.

Regrets: None

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

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2016-MAR-8-1

It was moved by Councillor Paquette, seconded by Bill Monk to approve the agenda with the following additions; under 7 New Business iii) Town Parking Signs; under 7 New Business iv) Navigate Marketing Campaign; under 7 New Business v) Promotional Materials. **CARRIED.**

3. **APPROVAL OF THE MINUTES – February 9, 2016**

MOTION #MEDC-2016-MAR-8-2

It was moved by Councillor Paquette, seconded by Alan Melanson to approve the minutes of February 9, 2016 as presented. **CARRIED.**

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS – LADY OF GOOD CHEER – Elsa Riley**

Elsa Riley presented the Committee with an overview of her interaction with the new home owners in Annapolis Royal. Elsa handed out a page from the Town Crier on the program. In 2014 Elsa delivered 6 baskets of goodies to our new residents and in 2015 she visited 8 new residents. The basket contains jams and jellies from Margo Bent, a Welcome letter from the Mayor, the Explorer, brochures of the Town, YMCA day passes, Bistro East coffee cards and town lapel pins. The Committee discussed the options of visiting the new Commercial owners or all new Commercial tenants. The Committee discussed asking for request from the business community to include in the basket. A request will go in the Town Crier looking for donations of 10 items to be dropped off at Town Hall for Elsa to distribute. Mayor Tompkins and all the Committee members thanked Elsa for the great and important job she has been volunteering to do for over 15 years.

PRESENTATIONS – UNESCO Southwest Nova Biosphere – Cliff Drysdale

Cliff Drysdale demonstrated the current active site and the smart phone app that has been completed under phase 1 of their work plan. The program started in 2001 and then has expanded to the current program that it is today. The UNESCO Southwest Nova Biosphere Region is one of only 16 Biospheres in Canada, among the several hundred designated around the world. This prestigious global status acknowledges unique natural and heritage community values and serves as an opportunity for tourism development. It also carries an obligation to demonstrate world class best practices in the fields of science, sustainable resource management and social development. The Town can help by using the UNESCO logo on all Town signs. If any member

of the Committee is interested in sitting on their board for directors please let Cliff know. The UNSECO Southwest Nova Biosphere has submitted a request for funding in the amount of \$500. The money will be used for updates and maintenance on the website and app projects. Mayor Tompkins asked Cliff to send to MEDC a copy of the Business/Action plan.

6. BUSINESS ARISING

i. Workplan

The Committee started brainstorming with the two topics Business Retention & Expansion and Destination Marketing. The following ideas were submitted for the Committee Members.

Business Retention & Expansion:

- Lower tax rates for businesses
- Matching funds for exterior beautification (or other incentives)
- Promote infrastructure (high speed, policies for home based business)
- Farmers' Market time extended (1pm too early) or second shift and extend until the end of October.
- Promote 'Open for business' attitudinal change
- Complaint / Feedback tracking process
- Public Washrooms
- Join a REN, either direction
- Shuttle service
- Satellite campus for school
- New Business Welcome package
- Perception of tax rate / change of communication / area tax rate / education
- 'Smoothing' grant and make recommendations to change MGA
- Local "currency"
- Recognition of receipts of other business for discounts
- Business taxes increase to be used for promotion, marketing, beautification, etc
- Support for Visitor Information Centre
- Business for youth (Start Up 100)
- CEDIF (Community Economic Development Investment Funds)

Destination Market:

- Bed tax for marketing the Town
- Promote National Historic District (ie. Residential signs and Community mapping app)
- Costume Interpreters on Ferry / Town
- Social Media (Twitter, Instagram, Facebook) including contests
- Campaign for Rose Fortune on \$
- Statue of Rose Fortune / monument & promotion of it
- Billboards in various areas and Trans-Canada highway sign
- Signs regionally
- Focus on the area rather than only Town
- Improve & new packaging of attractions/B &B's/restaurants
- Street theatre
- Webpage focus on tourism with access to municipal information
- Street dances / events after key events
- Promote Heritage Walking Tours electronically
- Wedding Destination
- Promote existing events and attractions

- Events on Fort grounds and re-enactments
- Outdoor movies at Fort Anne
- Zombie walks
- Advertising on Facebook
- Commercials / Radio ads

The Committee will continue to work on BRE & Destination Marketing at the next MEDC meeting in April. Community Development Coordinator Millett-Campbell will email out the list of ideas and each member will prioritise each list with their top 5, look at the pros and cons of the suggestions, and where the resources will come from. Each member will email CDC Millett-Campbell their top 5 to be included in the agenda package for the April meeting.

MOTION #MEDC-2016-MAR-8-3

It was moved by Councillor Mersereau, seconded by Alan Melanson to extend the meeting until 9pm. **CARRIED.**

7. NEW BUSINESS

i. Spring Luncheon with Annapolis Board of Trade

CDC Millett-Campbell reminded the Committee that we usually start to plan the Spring Luncheon around this time. CDC Millett-Campbell and CAO Barr met with the President of the Annapolis Board of Trade and mentioned the idea of the Spring Luncheon. Bill MacDonald was going to add it to the agenda on the next meeting. CDC Millett-Campbell will follow up with Bill MacDonald on the status of the Luncheon.

ii. Budget Requests and Dates for Presentations

The Committee review the staff report presented to the Committee with the recommendations on the presentations that will be required from the Donations and Grants applications. The Committee agreed to add the Historic Gardens to the presentation list. The Committee agreed to meet on March 22 and March 29 to hear the presentations.

One of the applications is time sensitive, as the event is on March 26, 2016. Which will put this application in the current year budget.

MOTION #MEDC-2016-MAR-8-4

It was moved by Councillor Mersereau, seconded by Councillor Paquette to recommend to Council to approve the amount of \$500 to be given to the Easter Eggstravaganza from the current year's budget. **CARRIED. 1 abstained vote.**

iii. Town Parking Signs

Councillor Paquette met with the Traffic Advisory Committee and discussed the Town's current parking limits of two hours. Councillor Paquette is concern that a tourist needs more than two hours to park and walk around the Town. Council Paquette has asked the Traffic Advisory Committee to increase the parking allotted time to four hours. The Committee discussed that Town does have a free parking lot and maybe the signage should promote the free parking in Town. The Committee agrees that the increase from two hours to four hours will be beneficial to the visitors to Town.

iv. Navigation Marketing Campaign

CDC Millett-Campbell outlined the Navigate NS advertising program with the Chronicle Herald. CDC Millett-Campbell would like to proceed with the advertising campaign and see if a cooperative effort with the Town and surrounding areas could pull together a great page. Shelly Phillips will contact all the businesses in and around town to see what interest there is. There will not be a Nova Star book this year, so this is the Herald's replacement. The distribution will be a newsprint insert in the Herald and also distributed in - Ontario, Quebec, Atlantic Canada and Eastern US. The Committee agreed to let Shelly Phillips contact the business community to see if there is enough interest in this advertising campaign. If there is enough interest then MEDC would like to discuss which package we should commit to.

MOTION #MEDC-2016-MAR-8-5

It was moved by Councillor Paquette, seconded by Amy Matthews to commit up to \$1000 on the Navigate NS campaign. **CARRIED. 1 nay vote**

v. Promotional Material

Due to the time restriction this item was tabled to the April meeting.

8. TWINNING COMMITTEE MINUTES

Nothing to report.

9. CORRESPONDENCE FOR INFORMATION

10. ADJOURNMENT

MOTION #MEDC-2016-MAR-8-6

It was moved by Councillor Paquette to adjourn the meeting at 9:35 pm. **CARRIED.**

**Next Meeting: March 22, 2016 Budget Presentations
March 29, 2016 Budget Presentations
April 12, 2016**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell