

TOWN OF ANNAPOLIS ROYAL POLICY

Title: Policy Establishing the Marketing and Economic Development Committee

Policy No.: 2017-1

Supersedes: 2012-3 – December 17, 2012
2004-3 - October 18, 2004

Effective Date: February 21, 2017

Approval By Council Motion No.: #C2017-FEB-21-20


1. Council hereby establishes the Marketing and Economic Development Committee as a standing committee.
2. The mandate of the Marketing and Economic Development Committee is to provide a strategic planning function to Council by identifying and recommending options to market and promote all aspects of the Town of Annapolis Royal.
3. The mandate of the Marketing and Economic Development Committee also includes:
 - (a) to gather information in order to identify and explore:
 - i. economic development options
 - ii. Community development options
 - iii. ways to stimulate increased population; and
 - iv. promote commercial opportunities and land development.
 - (b) to carry out public consultation and research in relation to development opportunities;
 - (c) to take such other steps consistent with the Policy that the Committee deems reasonable and necessary to fulfill its mandate;
 - (d) to receive submissions and bring forward to Council relevant to carrying out its mandate;
 - (e) to advise and make recommendations to Council;
 - (f) to report monthly to Council;
 - (g) to take action on such matters as are lawfully delegated to it by statute or by Council.
4. The mandate of the Committee does not include running events.
5. The Committee is authorized by Council to form sub-committees or task forces to work on a single defined task within the Committee's mandate.
6. Sub-committees or task forces shall be chaired by a member of the Marketing and Economic Development Committee.
7. The Marketing and Economic Development Committee shall be comprised of two Councilors, two business representatives, and two residents or surrounding area – with the Mayor as an ex-officio member.

8. Members shall be appointed by Council in December of each year.



Mayor

March 7, 2017
Date



Chief Administrative Officer

March 13, 2017
Date