

**Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
May 10, 2016**

**Present:** Chair Mayor Michael Tompkins, Councillor Mersereau, Councillor Paul Paquette, Bill Monk, Holly Sanford, Amy Matthews, Alan Melanson, CAO<sup>1</sup> Greg Barr and Recording Secretary Sandi Millett-Campbell.

**Regrets:** None

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

2. **APPROVAL OF AGENDA**

**MOTION #MEDC-2016-MAY-10-1**

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

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

**MOTION #MEDC-2016-MAY-10-2**

It was moved by Alan Melanson, seconded by Amy Matthews to approve the minutes of April 12, 2016 as presented. **CARRIED.**

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS – None**

6. **BUSINESS ARISING**

**i. Workplan**

CAO Barr had the Committee focus on the desired outcomes and measurables for the two topics Business Retention & Expansion and Destination Marketing. The Committee Members decided these would be outcomes for each topic and will work back to their strategies from here.

**Business Retention & Expansion:**

- Increase tax base on non-residential – 5% over 5 years
- Increase business net gain and start-ups – net gain of 5 new businesses over 5 years
- Increase workforce- net gain of 8 positions over 5 years

**Destination Marketing:**

- Increase Visitor – 25% over 5 years
- Increase in Shoulder season activities – increase number of events by 4 over the 5 years and 10% increase in participation over 5 years
- Advertising and Social Media – 1 new advertising medium per year over 5 years and 250 new likes per year in social media

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<sup>1</sup> Chief Administrative Officer

**ii. Budget Discussion**

The Committee received a request for pre-approval for a portion of the Annapolis & District Natal Day Princess Committee funds to prepare the float for the Apple Blossom Festival Parade the end of May. The Committee had a lengthy discussion on the VIC<sup>2</sup> funding, as portions of the funding from the Province and the County of Annapolis were not approved. Bill Monk updated the Committee on the costs and current staffing of the VIC and is requesting the Town to commit to further funding. Mayor Tompkins asked Bill Monk to report back to the Annapolis Board of Trade on the current situation and see if any other options are available to incorporate the shortfall in funding. The Committee will bring their budget/project requests to a special budget meeting on May 31, 2016 at 6pm. As some of the requests are time sensitive the following motions were made.

**MOTION #MEDC-2016-MAY-10-3**

It was moved by Councillor Mersereau, seconded by Alan Melanson to approve the amount of \$500 to the Annapolis & District Natal Day Princess Committee in support of the new signage for the float to attend the Apple Blossom Festival. **CARRIED.**

**MOTION #MEDC-2016-MAY-10-4**

It was moved by Alan Melanson, seconded by Councillor Mersereau to recommend to Council to approve the amount of \$8300.00 to the Annapolis Board of Trade in the following amounts, \$6000 for the Visitor Information Centre, \$1000 for First Fridays, \$1000 for Arts Unleashed, and \$300 for the Parade of Lights. **CARRIED.**

**iii. Spring Luncheon**

Bill Monk reported that the Spring Luncheon was well attended with 46 attendees, and TIANS<sup>3</sup> sponsored the event for \$250. The members of the Committee that attend the event agreed it was well done.

**7. NEW BUSINESS**

**i. Provincial VIC 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. Community Development Coordinator Millett-Campbell updated the Committee on the arrival of the three Royan Interns for the next 8 weeks. The three interns will be arriving this Thursday and will be working at the Annapolis Royal Historic Gardens two days a week, working with Annapolis

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<sup>2</sup> Visitor Information Centre

<sup>3</sup> Tourism Industry Association of Nova Scotia

Heritage Society for two days a week and working the Farmers' and Traders' Market every Saturday. The Town will have the opportunity to get the interns to promote any information at the Market on the Saturdays. The Town will be organizing an official "Thank You" reception for the students at the end of their stay. The Committee picked the date for the event on June 22, 2016 at 7pm for the reception at Town Hall. More information will be circulated once confirmed.

**9. CORRESPONDENCE FOR INFORMATION - None**

**10. ADJOURNMENT**

**MOTION #MEDC-2016-MAY-10-5**

It was moved by Alan Melanson to adjourn the meeting at 9:15 pm. **CARRIED.**

**Next Meetings: Budget May 31, 2016  
June 14, 2016**

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Chair Mayor Michael Tompkins

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Recording Secretary Millett-Campbell