

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
April 13, 2015**

**Present:** Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Councillor Paul Paquette, Addie MacDonald, Holly Sanford, Helen Abel, Bill Monk, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell. Also in attendance Sally O'Grady.

**Regrets:** None

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

2. **APPROVAL OF AGENDA**

**MOTION #MEDC-2015-APR-13-1**

It was moved by Councillor Mersereau, seconded by Bill Monk to approve the agenda with the following addition: New Business 7 iv) Apple Blossom Community page. **CARRIED.**

3. **APPROVAL OF THE MINUTES – March 10, 2015**

**MOTION #MEDC-2015-APR-13-2**

It was moved by Councillor Mersereau, seconded by Councillor Paquette to approve the minutes of March 10, 2015 as presented. **CARRIED.**

4. **PUBLIC INPUT – Sally O'Grady – France Student Volunteer**

Sally O'Grady has received a request from France for a young student wishing to come to Annapolis Royal for July and August to work in the area and improve his English skills. He is not looking for a salary, but would like to spend two months and get the opportunity to speak English and meet people. He will be paying his own accommodations and his flight. This serious young man would like to improve both his English and his professional experience.

Sally O'Grady is offering this student to work with Town Hall for the two month period. The Committee decided to send an email out to different groups in town to see if they are interested in working with this volunteer student for a two week period. CAO Barr will confirm with our insurance agency that he will be covered under the Town policy as a volunteer.

5. **PRESENTATIONS**

**Peopleworxs – Helen Abel**

Helen Abel, Project Coordinator, had applied for funding to host an Opportunity Expo in Annapolis Royal, unfortunately it will not be possible this year. The Expo is something that Peopleworx will want to explore and will continue to work on for spring 2016. Mayor Tompkins agrees on the idea of the expo suggesting that they consider including the trades and service industries in the expo. Mayor Tompkins would like to see if the business community is willing to support this kind of event, and is requesting that the Annapolis Board of Trade include it on their agenda.

**6. BUSINESS ARISING**

**i. ARRA<sup>i</sup>**

Councillor Mersereau reported that the last meeting was held on March 11, 2015. All reports received on the Local Prosperity Conference were positive and had a successful weekend. The sub-committee is meeting on April 15, 2015 to discuss budget, upkeep of the building, and successful repurposing of the building. A submission for the Annapolis Valley Regional Library new regional headquarters was completed, and a decision has already been made to go with a location in Berwick. Staff is currently working on short term rental rates, and hoping to have the rates ready for the public by mid-May.

**ii. Logo Redesign**

The Committee reviewed the two logo samples and the results of the survey. The final results were very close Logo A received 62 votes, and Logo B received 53 votes.

**MOTION #MEDC-2015-APR-13-3**

It was moved by Addie MacDonald, seconded by Holly Sanford that MEDC recommend to Council that the two logo designs and the results of the survey be submitted for Council to make the final decision.

**CARRIED.**

**iii. Waterfront Development Committee**

PHMC Millett-Campbell reported that no one has volunteered to sit on the new Committee of Council. Addie MacDonald, Harry Jost and Holly Sanford are interested in becoming members. The committee will regularly meet at Town Hall on the third Thursday of the month.

**iv. Budget Discussion**

PHMC Millett-Campbell reviewed the budget presentation items and staff recommendations for budget consideration. The Committee reviewed and discussed the line items in the budget.

**MOTION #MEDC-2015-APR-13-4**

It was moved by Addie MacDonald, seconded by Holly Sanford that MEDC recommend to Council's budget process the amount of \$44033 for the items in the spreadsheet.

**CARRIED.**

**7. NEW BUSINESS**

**i. MEDC Name Change**

Councillor Paquette would like the Committee to discuss removing Marketing from the name of the Committee and PHMC Millett-Campbell's title. The Committee discussed changing the name of the Committee and decided it should stay the same but make changes to PHMC's title. CAO Barr and PHMC Millett-Campbell will discuss the title change.

**ii. Collective Blogging**

Holly Sanford and Addie MacDonald are interested in starting a blogging group on the Town's website. Once the website changes are complete then the Committee will discuss blogging. This item will be tabled until the website is complete.

**iii. Town wide WiFi**

Councillor Paquette has had residents requesting the Town become a WiFi zone. Currently, we have hotspots around the Town, Farmers' Market Square, Grant Potter Memorial Park, and Town Hall. After discussion the Committee would prefer the Town investigate getting Fibre Op in the Town as a more viable option.

**iv. Apple Blossom Community Page**

PHMC Millett-Campbell handed out the current page in the Apple Blossom Festival magazine. Ann Marie Monk, Natal Day Princess Committee Chair, received this and is seeking input on the community page write up and picture. Addie MacDonald agreed to review and send any changes to Ann Marie.

**8. WORKPLAN**

Nothing to report this month.

**9. TWINNING COMMITTEE MINUTES**

For information only.

**10. CORRESPONDENCE FOR INFORMATION**

None.

**11. ADJOURNMENT**

**MOTION #MEDC-2015-APR-10-5**

It was moved by Holly Sanford to adjourn the meeting at 8:15 pm. **CARRIED.**

**Next Meeting: May 12, 2015**

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Chair Mayor Michael Tompkins

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Recording Secretary Millett-Campbell

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<sup>i</sup> Annapolis Royal Regional Academy