

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Budget Minutes
April 15, 2014**

PRESENT: Chair Mayor Tompkins, Vice Chair Addie MacDonald, Councillor Paul Paquette, Councillor Byron Mersereau, Bill Monk, Holly Sanford, Suzan Hebditch, Mike Fearon, CAO Carol St-Amour, and Recording Secretary Sandi Millett-Campbell.

REGRETS: none

1. **CALL TO ORDER:** Mayor Tompkins called the meeting to order at 6:02 pm.

2. **APPROVAL OF AGENDA:**

MOTION #MEDC-2014-APR-15-1

It was moved by Bill Monk, seconded by Addie MacDonald to approve the agenda as presented. **CARRIED.**

3. **APPROVAL OF THE MINUTES OF APRIL 8, 2014**

MOTION #MEDC-2014-APR-15-2

It was moved by Addie MacDonald, seconded by Holly Sanford to approve the minutes of April 8, 2014 as presented. **CARRIED.**

4. **PRESENTATIONS:**

i. Annapolis Valley Chamber of Commerce – Judy Rafuse

Judy Rafuse, Executive Director, Heather Leeman, and Loretta Kalkman briefly updated the Committee on the background of the Annapolis Valley Chamber of Commerce. The membership is currently from the Avon Valley to Digby with approximately 80-100 members. AVCC has requesting funding from the Province, and all the Town and Municipalities in the area. AVCC is requesting \$10,000 for a marketing strategy to promote the Annapolis Valley as a whole. The strategy is based on the Banff and Newfoundland marketing plans. The request for funding is based on a four year plan, hoping to be self-efficient in the third and four years.

ii. Southwest Nova Biosphere Reserve Association – Cliff Drysdale

Cliff Drysdale, Chairman of Southwest Nova Biosphere Reserve Association, described the history of SNBRA. In 2001 the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a “site of excellence where new and optimal practices to manage nature and human activities are demonstrated. SNBRA is requesting \$300 to complete the smart phone/tablet/website “Map App” visitation planning / heritage information tool, and production of complementary brochure and branding materials. Mr Drysdale showed the Committee how the current website is working and how phase 2 would be integrated.

5. DISCUSSION OF MEDC BUDGET ITEMS

The Committee reviewed the presentation budget items, and is making recommendations for these amounts. Due to time restraints the Committee decided on adding another Budget Meeting on Tuesday May 20, 2014, to continue the discussion of the remaining accounts.

6. ADJOURNMENT

MOTION #MEDC-2014-APR-15-3

It was moved by Holly Sanford, seconded by Councillor Mersereau to adjourn the meeting at 9:56 pm. **CARRIED.**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell