

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
April 16, 2013 - 6:00 p.m.**

**Present:** Chair Councillor Paul Paquette, Vice Chair Paul Stackhouse, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Peter Davies, Jim McGinis, CAO St-Amour, Recording Secretary Bourke, Councillor Gregory Heming, Andrea Vandenboer, 2 members of the public.

**Regrets:** Paul Sanford

**1. CALL TO ORDER**

Chair Paquette called the meeting to order at 6:01 pm

**2. ADDITIONS TO AGENDA**

Presentations: i. Phil Roberts Twinning committee

New Business: iv – Article from House and Home

And agreed to move Subcommittee Reports ahead of New Business

**3. APPROVAL OF AGENDA**

**MOTION 1**

It was moved by Paul Stackhouse, seconded by Jim McGinis to approve the Agenda as amended.

**CARRIED.**

**4. APPROVAL OF THE MINUTES – March 19, 2013**

**MOTION 2**

It was moved by Jim McGinis, seconded by Paul Stackhouse to approve the minutes of March 19, 2013 as presented. **CARRIED.**

**5. PRESENTATIONS**

i. Phil Roberts of the Twinning Committee discussed the upcoming visit to Royan, France October 17-22, 2013. Discussion was held regarding twinning with Annapolis, Maryland; economic benefits of twinning, skills and trades, tourism and crafts.

Phil Roberts departed the meeting at 6:28 pm

ii. Andrea Vandenboer

Andrea Vandenboer presented a video titled “the Power of Video” and discussed promotional videos. Discussion was held regarding promotional videos, UTube, and going viral.

**6. BUSINESS ARISING**

**i. Review of MEDC Sub-committee Flowchart**

Chair Paquette distributed copies of the MEDC Sub-committee Flowchart. Marketing Video includes Ryan Scranton, Trish Fry, and Peter Davies. Web-site Development - add Addie MacDonald. Paul Stackhouse recommended Destination Marketing Sub-committee take the lead on the development of the visitor information section of the Town website regarding content and functionality.

Discussion was held regarding the Flowchart Sub-committees; Destination Marketing Sub-committee, Economic Development Sub-committee and Business Retention/Expansion & Community Development Sub-committee.

ARRA Future to include Councillor Heming and Mayor Tompkins and one representative from the Friends of the ARRA and a representative from the Economic Development Office of the Municipality of Annapolis County.

A meeting of the Economic Development Sub-committee ARRA Future is scheduled for May 9<sup>th</sup>, Thursday at 6pm. It was agreed to request CAO St-Amour to contact Sally O'Grady to determine if the Friends of the ARRA would like representation on the Sub-committee.

Peter Davies volunteered to be the Lead on the Business Retention/Expansion & Community Development Sub-committee. Peter Davies also noted that print media is also important.

ii. Brain Storming re: Next Steps for Public Output

Chair Paquette reviewed the list of themes compiled from the Brain Storming meeting and items were placed under specific Sub-committees. Chair Paquette will update the document, and would like to post the information on the website, e-mail to the community list, and print in the Town Crier; also ask for further ideas from the public sent to the Town by e-mail. Councillor Mersereau suggested including the 3 initiatives the Committee is currently working on

- Future use of the ARRA
- Town's building and development permit processes
- Town website undergoing review/audit.

Mayor Tompkins suggested contacting the Board of Trade and businesses for the purpose of opening communication to discuss business potential when events that draw large numbers of people are held in Town. Peter Davies suggested a similar forum to the brain storming public meeting. Paul Stackhouse suggested meeting with business people in smaller groups such as innkeepers, or by sector such as retail.

Councillor Heming presented video clips regarding economic development and self-promotion and the Committee viewed the clips.

Paul Stackhouse advised that he met with Ryan Scranton, Trish Fry and Lillian Stewart regarding Destination Marketing; discussed and identified some immediate priorities, facilitate collaborative marketing opportunities including marketing plans, pool resources, and e-mailed the report to the MEDC members. Initial focus May to October for this year.

Next Meeting – May 14<sup>th</sup> 6 pm

**MOTION 3**

It was moved by Councillor Mersereau, seconded by Jim McGinis the meeting adjourn at 8:10 pm. **CARRIED.**

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Chair Paul Paquette

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Recording Secretary Bourke