

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
December 10, 2013**

**PRESENT:** Chair Paul Paquette, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Jim McGinis, Addie MacDonald, Bill Monk, CAO Carol St-Amour and Recording Secretary Sandi Millett-Campbell.

**REGRETS:** Paul Sanford

1. **CALL TO ORDER:** Chair Paquette called the meeting to order at 6:05 pm.
2. **ADDITIONS TO AGENDA:**  
Business Arising viii) Video release  
New Business ii) Volunteer Awards Evening  
New Business iii) A Day in Annapolis Royal books
3. **APPROVAL OF AGENDA:**  
**MOTION 1**  
It was moved by Jim McGinis, seconded by Mayor Tompkins to approve the agenda as amended. **CARRIED.**
4. **APPROVAL OF THE MINUTES – November 12, 2013**  
**MOTION 2**  
It was moved by Councillor Mersereau, seconded by Addie MacDonald to approve the minutes of November 12, 2013 as presented. **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:**
  - i. **Road to 2017 – Canada’s 150<sup>th</sup> Anniversary**  
Lillian Stewart and Jane Nicholson made a presentation about the upcoming celebrations from April 2014 to 2017. Lillian and Jane have had meetings with Greg Kerr, MP on a funding proposal on a multi-year, government wide program called “The Road to 2017.” The program will celebrate a series of significant anniversaries, leading up to Canada’s 150<sup>th</sup> anniversary and 100<sup>th</sup> anniversary of Fort Anne. A donation of in-kind services from Public Works department and the Annapolis Royal Police Dept. would be requested as part of the plan to move forward. A working group meeting will be held on December 12, 2013 at the County office and Mayor Tompkins and Sandi Millett-Campbell will attend.
7. **BUSINESS ARISING:**
  - i. **Town Slogan**  
Addie MacDonald presented the group with a Brand Guidelines to review, to consider using as a tool to move forward with finding the right Town Slogan. It was decided to put this on hold until the present work plan is reorganized.

**ii. ARRA**

The sub-committee met and refined the working document. Addie MacDonald suggested that the committee needs an electronic format that can be distributed to promote and enhance the prospective buyers, by creating a micro site or something on the current website that the committee can steer the public to view the information.

**iii. Christmas Market**

Councillor Paquette gave an update on the Christmas Market Shuttle and its success. The shuttle was used from 9:50am to 12:50pm with 33 riders and a total of \$50 in fares. One quarter of the riders were Town residents. A discussion was held to encourage the Friday Night Tree Lighting Service to be held on the same weekend as the Christmas Market Extravaganza to encourage a full weekend of events.

**iv. Work Plan**

Addie MacDonald volunteered to revise the work plan into an order to save time and money on the priorities listed.

**v. Publication Listing**

For information only.

**vi. 10 Year Legacy Project**

Mayor Tompkins would like to see the Town work on a Legacy project to tie in the Boardwalk, Waterfront area, and Fort Anne. This could be part of the Road to 2017 proposal.

**vii. Organizational Flowchart**

Addie MacDonald will review and revise the flowchart.

**viii. Video Release**

Jim McGinis provided a copy of Chris Cooper's video. The first segment release will be February 2014 and the last segment, April 2014. Jim McGinis suggested that the Town send a letter to Chris Cooper as a formal thank you for his work on the video.

**8. SUB-COMMITTEE REPORTS**

- i. Destination Marketing re: (lead: Addie MacDonald)
- ii. Economic Development re: (lead: Michael Tompkins)
- iii. Business Retention/Expansion & Community Development (lead:tdb)

**9. NEW BUSINESS**

**i. Electrical Vehicle Charging Station**

**MOTION 3**

It was moved by Mayor Tompkins, seconded by Addie MacDonald that MEDC recommends that Council request Administration to pursue grant opportunities for installing an electrical vehicle charging station, and that the information be brought forward to Council's 2014/2015 Budget discussions. **CARRIED.**

**ii. Volunteer Awards**

Discussion was held about the Volunteer Awards and the Committee deliberated whether to be a part of the County organized group or doing an event on our own.

**MOTION 4**

It was moved by Mayor Tompkins, seconded by Jim McGinis that MEDC recommend to Council that the Town of Annapolis Royal host a general recognition of Town Volunteers on its own instead of taking part with the County wide Volunteer Recognition Night.

**CARRIED.**

**1 Nay vote.**

**MOTION 5**

It was moved by Mayor Tompkins, seconded by Addie MacDonald that meeting be extended for 25 minutes.

**iii. A Day in Annapolis Royal**

It was decided that the Town would purchase 5 copies of A Day in Annapolis Royal, One copy for the winner of the Tourist Survey, one for display in the entrance of Town Hall, one as a gift, and two will be onsite for purchase.

10. **CORRESPONDENCE FOR INFORMATION:** none

11. **ADJOURNMENT:**

**MOTION 6**

It was moved by Jim McGinis to adjourn the meeting at 8:45 pm. **CARRIED.**

**Next meeting: January 16, 2014**

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Chair Paul Paquette

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Recording Secretary Millett-Campbell