

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
December 16, 2014**

**Present:** Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Addie MacDonald, Holly Sanford, Alan Melanson and Recording Secretary Sandi Millett-Campbell

**Regrets:** Suzan Hebditch, Councillor Paul Paquette, and Bill Monk

1. **CALL TO ORDER:** Mayor Tompkins called the meeting to order at 6:10 pm.

2. **APPROVAL OF AGENDA**

**MOTION #MEDC-2014-DEC-16-1**

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

3. **APPROVAL OF THE MINUTES – November 12, 2014**

**MOTION #MEDC-2014-DEC-16-2**

It was moved by Councillor Mersereau, seconded by Addie MacDonald to approve the minutes of November 12, 2014 as presented. **CARRIED.**

4. **PRESENTATIONS**

Natal Day Update – Angela Amero

Angela Amero presented the Committee with an overall view of the Natal Day expenses, income, donations, and contact information of the businesses and groups that were involved with the 2014 celebrations. Angela reviewed the spreadsheets with the committee and is working on including other items like the fireworks on next year's budget. This year three events, a Teen Dance,

Birthday party, and scavenger hunt did not take place mostly due to lack of volunteers.

Angela is hoping to add them back on the schedule next year by getting a group to sponsor them.  
The bulk of the expense is spent on the Natal Day booklet for the weekend. The biggest challenge for 2014 was the number of volunteers, even with advertising in the Town Crier newsletter. The Natal Day weekend was busy and attendance was good at the events. Mayor Tompkins and the Committee thanked Angela for all her hard work and many volunteer hours on this project, and look forward to next year.

**BUSINESS ARISING**

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

Councillor Mersereau reported to the Committee that there was a good crowd at the public meeting and it was very positive on the concept of Town Hall moving into the ARRA building. The job ad for the new multi-disciplined project manager for the repurposing of ARRA has been posted on the Town's website, and will be in the newspapers this week. The position will be on a term contract basis. It is a multi-discipline position. The takeover of the building is now expected to be the middle to end of March 2015.

ii. **Logo Redesign – Discussion and Motion from Council November 17, 2014**

The Committee reviewed Council's motion and had a lengthy discussion on how to move forward with the redesign. The Committee discussed that the project was intended to combine the two logos into one. The Committee decided to return to the samples from the September's MEDC and get version 5 and version 8 adjusted with the comments received and bring them both back to the Committee at the January meeting.

**MOTION #MEDC-2014-DEC-16-3**

It was moved by Addie MacDonald, seconded by Holly Sanford to recommend to Council that Administration approach Troy Woodland to make the recommended changes to version 5 and 8 of the logos in an amount up to \$500.00. **CARRIED.**

iii. **Route 8 Signage – Discussion and Motion from Council November 17, 2014**

Mayor Tompkins was concerned on the location of the signs along Route 8 and asked the Committee for explanation on the locations made in the motion that was presented to Council. The Committee explained the background information of the sign locations and a lengthy discussion was held.

**MOTION #MEDC-2014-DEC-16-4**

It was moved by Addie MacDonald, seconded by Holly Sanford to recommend to Council to reconsider the original motion in regard to Route 8 sign locations made at the November 12<sup>th</sup> 2014 Marketing and Economic Development Committee meeting. **1 Nay Vote. CARRIED.**

iv. **Survey Monkey – Visitor Results posted on Town's website**

The survey results are now available on the Town's website and all the data has been saved for further discussion at the next regular Marketing and Economic Development meeting.

**NEW BUSINESS**

i. **1-8-3 Marketing initiative**

Mayor Tompkins would like to hold the next 1-8-3 meeting here at Town Hall or at the Annapolis Regional Arts Council if more space is needed. Due to time this item will be referred to the next regular Marketing and Economic Development meeting.

ii. **Cruise Fundy – Opportunity to Market Annapolis Royal**

Tabled and referred to the next regular Marketing and Economic Development meeting.

iii. **Christmas Extravaganza Shuttle Bus**

Tabled and referred to the next regular Marketing and Economic Development meeting.

**7. ADJOURNMENT**

**MOTION #MEDC-2014-DEC-16-5**

It was moved by Councillor Mersereau to adjourn the meeting at 9:00 pm. **CARRIED.**

**9. Next Meeting: January 13, 2015**

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Chair Mayor Michael Tompkins

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Recording Secretary Millett-Campbell

