

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
December 8, 2015**

Present: Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Councillor Paul Paquette, Bill Monk, Holly Sanford, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell. Also in attendance Andrea Vandenboer and Alan Melanson.

Regrets: Vice-Chair Addie MacDonald and Helen Abel

1. **CALL TO ORDER:** Chair Tompkins called the meeting to order at 6:07 pm.

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2015-DEC-8-1

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

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

MOTION #MEDC-2015-DEC-8-2

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

4. **PUBLIC INPUT**

Alan Melanson thanked Council and the Marketing and Economic Development Committee for the Christmas shuttle bus. The bus always seem to have riders on it and it was nice to see the driver with a Santa hat on. Community Development Coordinator (CDC) Millett-Campbell reported that \$69.25 in donations were received from the shuttle, but there was no confirmed number of riders on the shuttle. Mayor Tompkins reported that he was pleased that this year the four markets all sponsored the shuttle bus. Mayor Tompkins also thanked Alan Melanson for all the pictures on promotion he does on behalf of the Town on social media.

5. **PRESENTATIONS – Rack Cards – Andrea Vandenboer**

Andrea Vandenboer showed the Committee the most popular brochures that the Visitor Information Centre (VIC) uses. The first and most popular is the Explorer, then the Walking Tour map, and then the Annapolis County Parks, Trails and Open Spaces brochure. On most brochures the visual aids are a key and critical component. The map in the Explorer is the most used at the VIC. Alan Melanson said that each year 25,000 copies are printed and 2/3 of the copies are distributed outside of the Town. Councillor Paquette talked about the Community mapping project working on producing a rack card as a student project this year. Mayor Tompkins thanked Andrea for coming to the meeting and giving her opinion on what would help out at the VIC.

6. **BUSINESS ARISING**

i. Workplan

CDC Millett-Campbell discussed how the workplan has been moved to the first item on the agenda to make this a priority. A sample spreadsheet has been added to the agenda package to get everyone thinking of where to start on the strategic planning of MEDC. CAO Barr mentioned the first discussions need to be the topics that the Committee wishes to concentrate their efforts on.

Mayor Tompkins has suggested that the Committee dedicate between 60 and 90 minutes of the January meeting on the workplan.

ii. Waterfront Development Committee (WDC)

Mayor Tompkins reported that the plan was to announce our projects at the ARRA Public Meeting on December 1st 2015 but decided to wait until mid-January to go public with the projects. Mayor Tompkins met with a local land owner and they have agreed to join the WDC. WDC is requesting funding from Council on the boat building project designated for the Irving Oil property on St George Street. Council is working on getting a lease agreement with Irving and hoping this project will be able to start this spring. Next meeting is December 17th, 2015

iii. Annapolis Royal Regional Academy (ARRA)

The Public Meeting went well and everyone was out and up-to-date on the project. The Developer has an achievement clause and our Committee needs to continue to support the project. The Developer will start promoting the project in January 2016 across Canada. The Community has been supportive of the project and pleased with the retention of the gym side of the building and enhancing the green space in front of the property. The developer is respectful of the community concerns. Now the Committee needs to take a proactive approach and keep the project in the public forum.

iv. Donations & Grants Policy – Draft

CDC Millett-Campbell included a draft copy of the policy in the agenda packages for the Committees review. The Committee reviewed the document and made a few changes to the policy.

MOTION #MEDC-2015-DEC-8-3

It was moved by Councillor Paquette, seconded by Bill Monk to recommend to Council that the revised Donations & Grants Policy be approved with the amendments made by MEDC.

CARRIED.

7. NEW BUSINESS

i. Rack Cards

Discussion was held on the direction to go with the allocated funds for a rack card. After receiving the information from Andrea Vandenboer and Alan Melanson the Committee has decided to look into the option and costing of a pull out center page of the Explorer. Most people remove the centre page with the map, and this might be the most beneficial place to spend the money to enhance this already popular guide. Alan Melanson will look into the feasibility of the four page insert and get a price for the next meeting in January.

ii. Website Update

CDC Millett-Campbell inquired about the website updates with our webmaster, and unfortunately received the news that he has decided to withdraw from providing any new services with the Town, and will continue working with the Town until the website can be shifted to another individual or agency. The next step will be to go out with a Request For Proposal for a webmaster.

8. TWINNING COMMITTEE MINUTES

Mayor Tompkins updated the Committee that Serge Dupuch has resigned from the Committee in Royan, but is looking at starting his own group to continue with the twinning with Annapolis Royal.

9. CORRESPONDENCE FOR INFORMATION
None

10. ADJOURNMENT
MOTION #MEDC-2015-DEC-8-4

It was moved by Holly Sanford to adjourn the meeting at 8:10 pm. **CARRIED.**

Next Meeting: January 12, 2016

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell