

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
February 10, 2015**

Present: Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Councillor Paul Paquette, Addie MacDonald, Holly Sanford, Helen Abel, Bill Monk and Recording Secretary Sandi Millett-Campbell. Also present Judy Rafuse, Loretta Buchanan, Heather Leeman, Anne Crossman, Heather LeBlanc, Lillian Stewart, and Alan Melanson.

Regrets: None

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

2. **APPROVAL OF AGENDA**

February 9, 2015 budget minutes should be presented as a report and not minutes.

MOTION #MEDC-2015-FEB-10-1

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

CARRIED.

3. **APPROVAL OF THE MINUTES – January 13, 2015**

MOTION #MEDC-2015-FEB-10-2

It was moved by Bill Monk, seconded by Addie MacDonald to approve the minutes of January 13, 2015 as presented. **CARRIED.**

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS**

Annapolis Valley Chambers of Commerce – Judy Rafuse 6:15pm

Judy Rafuse, Executive Director of the Annapolis Valley Chambers of Commerce, reported that they now have 370 business membership from Windsor to Digby. Heather Leeman, Board member, reported that their budget last year was spent on marketing and website. They ran a television campaign in June, radio campaign, 2 page Herald ad in All in A Day's Drive, the Nova Star onboard magazine, Soar magazine at the Halifax international airport, and their website valleytourism.ca is now linked to novascotia.com. This year the budget is going to focus on another television ad on the outdoor enthusiast, radio advertising, the Herald ad All in a Day's Drive, four page ad in the Nova Star onboard magazine, map brochure and the map being interactive on the website and a four page ad in the Saltscape magazine. This year's budget is \$199,555.00, and the AVCC is asking the Town for \$1000.00 towards the campaign.

Age Advantage – Anne Crossman 6:25pm

Heather LeBlanc and Anne Crossman presented to the Committee the Community Mapping project that started in 2012. The Age Advantage Association works in relationship with collecting data and the students at Centre of Geographic Science (COGS), to produce a map. New layers are being added to the maps all the time, currently the wharfs of Annapolis and Granville Ferry, and

the trails of the area are being added as a new layer. The Age Advantage Association is asking for a letter of support and \$500 in funding for a future project yet to be determined.

6. BUSINESS ARISING

i. ARRAⁱ

Mayor Tompkins reported that the next subcommittee meeting is February 11, 2015. Developers from Ottawa and Halifax viewed the building on January 15, 2015. Heather McCormick has been hired as the Project Manager to repurpose the building. Heather has met with Gregory Hemming to discuss and work on the Local Prosperity Conference to be held at the ARRA site in April. Mayor Tompkins, Byron Mersereau and Heather McCormick all met with MP Greg Kerr on moving the Town Hall to ARRA and tie this project into the 2017 Legacy project with Parks Canada. Currently the building is empty and the Town will take complete ownership as of April 1, 2015.

ii. 1-8-3 Marketing Initiative

Mayor Tompkins reported to the Committee that he attended the recent 1-8-3 meeting held in Annapolis at Annapolis Regional Community Arts Council. The Chronicle Herald was there to talk about the ads and working together on advertising the loop. The group is talking about creating a map or sharing a map to tie everyone together along the loop. A letter was drafted to send out to other Municipal units to increase the interest in the project. The group is also working on a bike tour rally for the shoulder season, to start in Digby, go through to Annapolis Royal, then end in Keji.

NEW BUSINESS

i. Workplan

The work plan was distributed and any changes submitted were noted in green. The work plan will stay on the agenda, but move as an item after New Business. It was discussed that a separate meeting should take place to work on the plan and set goals for the next fiscal year.

ii. Novascotia.com – Community Page

PHMC Millett-Campbell reported to the Committee that on the novascotia.com website we do not have a community page. Addie MacDonald agreed to look at the other pages and create one for the Town.

iii. Annapolis Community Events Guide

The Committee reviewed the information regarding the advertising in the Annapolis Community Events Guide. After discussion the Mayor requested to find out when the deadline is for the advertising.

iv. Donations and Grants Policy

The process for the morning meeting is to listen to the presentation and make a recommendation to the Committee, then all the recommendations will be compiled into one spreadsheet with all the requests together to make a final budget decision. Addie MacDonald summarize the three applications that were received on February 9, 2015. Discussion was then held on the two new presentations received at this meeting.

MOTION #MEDC-2015-FEB-10-3

It was moved by Addie MacDonald, seconded by Councillor Paquette that MEDC recommend to Council to approve a grant in the amount of \$250 to the Easter Eggstravaganza. One abstained vote. **CARRIED.**

MOTION #MEDC-2015-FEB-10-4

It was moved by Councillor Mersereau, seconded by Holly Sanford that MEDC recommend to Council to approve a grant in the amount of \$1000 to the Annapolis Valley Chambers of Commerce for the regional marketing program and being able to participate in having the Explorer's at the Saltscapes Expo in April and a volunteer person in attendance. **CARRIED.**

MOTION #MEDC-2015-FEB-10-5

It was moved by Addie MacDonald, seconded by Helen Abel that MEDC recommend to Council to approve a letter of support signed by the Town for the Age Advantage Association for their work on the Community Mapping Project. **CARRIED.**

v. Marketing Area in General

Mayor Tompkins wants the Committee to start thinking about other marketing opportunities the Town should start looking at for the upcoming budget discussions. The tourist survey has great information to work with, for example the Halifax airport as an entry point. Do we need to advertise at the airport? Social marketing tools?

vi. New Advertising GL vs Marketing General GL

PHMC Millett-Campbell is requesting the Committee consider breaking out the advertising budget from the marketing general budget for the 2015-16 fiscal year. Mayor Tompkins suggested that an email be sent to Councillor Mersereau for him to follow up with the request.

7. ADJOURNMENT

MOTION #MEDC-2015-FEB-10-6

It was moved by Helen Abel, seconded by Bill Monk to adjourn the meeting at 9:05 pm. **CARRIED.**

Next Meeting: March 10, 2015

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

ⁱ Annapolis Royal Regional Academy