

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
February 11, 2014**

PRESENT: Chair Paul Paquette, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Addie MacDonald, Bill Monk, CAO Carol St-Amour, Recording Dawn Bourke and Mike Fearon representative from the Annapolis Board of Trade.

REGRETS:

1. **CALL TO ORDER:** Mayor Tompkins called the meeting to order at 6:04 pm.
2. **ADDITIONS TO AGENDA:**
Business Arising 7. Spring Luncheon
Business Arising 7. Tourist Survey
Business Arising 7. Route 8 Highway Sign
3. **APPROVAL OF AGENDA:**
MOTION #MEDC-2014-FEB-11-1
It was moved by Councillor Paquette, seconded by Councillor Mersereau to approve the agenda as amended. **CARRIED.**
4. **APPROVAL OF THE MINUTES** – January 14, 2014
MOTION #MEDC-2014-FEB-11-2
It was moved by Councillor Mersereau, seconded by Councillor Paquette to approve the minutes of January 14, 2014 as presented. **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:**
 - i. **Budget Presentation 2014/15 re :Annapolis Board of Trade (ABoT)**
Mike Fearon distributed copies of the Application for Donation/Grant on behalf of ABoT and a letter from Jane Nicholson, President of ABoT and a consolidated list of financial requests. Mike referred to Section 65 of the Municipal Government Act and notes ABoT's request comes under the clauses for economic development and tourism development rather than grants and contributions. Councillor Mersereau advised the recently approved donations and grants policy may have initially focused on section "au" but the approved policy approved all items under Section 65 of the Municipal Government Act.

Mike noted the main concern of the proposal is the Visitors Information Centre (VIC) advising visitors numbers were up 12% last year and ABoT is requesting an increase from \$3,000 to \$4,500.

In 2013 ABoT tried to find volunteers to work which was not successful therefore it was proposed to open for 5 days per week; in May 2013 Destination South West Nova advised they would fund \$2,900 and the VIC was able to be open 7 days a week. There is a possibility the same situation could occur this year. Destination South West Nova is revising their application and approval process for funding VIC's and there is no way to forecast the results. Mike advised the reason for the increase is to allow the VIC to remain open 7 days a week noting 70% of the revenue dues from ABoT memberships are contributed towards the VIC, and with a little more room ABoT can provide more development initiatives.

Bill Monk advised there were 12,000 visitors last year, the VIC plays a critical role in the area and ABoT is so limited with regards to available financial resources.

Road to 2017 is in the initial planning stages and the theme for 2014 is transportation; it is the anniversary of the construction of the train station downtown. This is a regional initiative.

First Fridays is a success, this is where the businesses stay open late on the first Friday of each month and provide a festive type shopping atmosphere, created excitement, each Friday had a theme which people anticipated; this will be the third year of the three year initiative. Success could be determined by polling the members to determine if they wish to continue or not with the First Friday initiative.

Christmas advertising was discussed and it was noted the Christmas advertising funds were committed to the ArtFelt Christmas organizers for Christmas advertising, decorations, banners, lights etc.

Doers and Dreamers travel guide is paid for by the advertisers, advertising was also made available to smaller businesses; there was a contribution of \$1,000 last year from the Town towards the 2014 edition, the advertisements increased from 1 ½ pages to 2 pages for the 2014 edition.

Mayor Tompkins suggested consideration be given to the concept of grouping all advertisers within one area to advertise in one section. Bill Monk advised the area falls in the Annapolis/Fundy section and is advertised in alphabetical order. Discussion was held regarding the Doers and Dreamers travel guide.

The Yarmouth Ferry "Nova Star On-Board Magazine" was discussed.

Discussion was held regarding the re-location of the map at Gardens as the map is invisible at the present location.

Mike Fearon departed the meeting at 7:37 pm

7. BUSINESS ARISING

i. Chair / Vice-Chair Nominations

MOTION #MEDC-2014-Feb-11-3

It was moved by Councillor Mersereau, seconded by Councillor Paquette to nominate Mayor Tompkins as Chair of the Marketing and Economic Development Committee. As there were no other nominations the motion is **CARRIED**.

It was agreed to defer the Vice-Chair nominations until new members have been appointed to the Committee.

ii. Dates available for Budget Presentations

The following dates have been agreed upon for Budget Presentations regarding Donations and Grants: March 4th and 18th at 6pm and it was agreed to hold each presentation to an ½ hour per presentation.

iii. Work plan & Organizational Flowchart – Update

Distributed with the agenda were copies of the General Brand Planning & Audit: Town of Annapolis Royal as prepared by Addie MacDonald. Addie noted on page 3 there is a newly proposed update including timelines and the proposed timeline has been adjusted to include the brand planning and audit. It was agreed to have responses returned to Addie by February 25th.

It was agreed to place an update in the Town Crier regarding the requests for slogans noting this will be on hold until the audit has been completed.

iv. ARRA

Councillor Mersereau advised the Town sent out a letter to Robert Fowler regarding the school closure process. At the ARRA sub-committee meeting held February 6th, it was noted the Mayor will be meeting with the Minister of Education and Greg Kerr Member of Parliament respecting the school closure process and the impact on Town's where the school are located. Gregory Heming presented a concept that involved creating the Annapolis Royal Eco System Centre. Quotes have been requested for the ARRA promotional document both in print and digital.

v. Volunteer Awards Nominations

Individual members of MEDC are encouraged to send their nominations to the CAO who will bring them forward to Council.

vi. Community Mapping

Councillor Paquette advised there was an article in the Chronicle Herald regarding community mapping. Terry Murphy is working on getting all the trails in the vicinity listed.

vii. Spring Luncheon and Tourist Survey

Councillor Paquette gave a reminder to keep the spring luncheon in mind. All the information of the 2013 Tourist Survey has been collated; and copies of the survey will be distributed to the committee members for their review and input.

viii Route 8 Signage

Mayor Tompkins advised he contacted T & S Office Essentials and Printing located in Kingston, they have two different materials available; sizes 4'X8' sheets or 5'X10' sheet; one product is a thick plastic called Kototex and is 4mm thick; the other product is alupanel a hard plastic core with .5mm aluminum coating on both sides making it strong and light, can be mounted on poles, frames or on buildings, price includes design, printed and laminated ready for installation \$349.00 per sheet for 4'X8'; 5'x10' is \$599.00 per sheet. There is a sample available of each type of material if requested. It was agreed to request Dieter Signs & Graphics to provide a price for a similar product. Reflective signing was also mentioned.

8. SUB-COMMITTEE REPORTS

i. Destination Marketing re: (lead: Addie MacDonald)

Addie mentioned the town website in regards to the upcoming series of promotional videos on the home page of the Town website and the link to Chris Cooper's website Rediscover Canada.

ii. Economic Development re: (lead: Michael Tompkins)

iii. Business Retention/Expansion & Community Development (lead: tbd)

9. NEW BUSINESS

i. Royan France Work Exchange

Serge Dupuch from Royan France sent a letter noting links have been set up between schools in Royan and Annapolis Royal (twin Towns). Discussion was held regarding housing and work accommodation for student exchange.

It was agreed to forward this item to the Town Twinning Subcommittee. It was noted there is no Town representative on the subcommittee as yet.

Discussion was also held regarding notifying ABoT and the Town community email list.

ii. Nova Star Ferry Magazine – Ad page

Discussion was held regarding signage by the Yarmouth Ferry and the Digby Ferry and the placement of the signs.

10. MARKETING COORDINATOR UPDATE: None

11. CORRESPONDENCE FOR INFORMATION

i. Community Mapping article in Herald Annapolis Valley

11. ADJOURNMENT:
MOTION #MEDC-2014-FEB-11-4

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

Chair Mayor Michael Tompkins

Recording Secretary Bourke