

**TOWN OF ANNAPOLIS ROYAL  
MARKETING AND ECONOMIC DEVELOPMENT COMMITTEE (MEDC)  
MINUTES**

**February 19, 2013 - 6:00 p.m.**

**PRESENT:** Chair Councillor Paul Paquette, Councillor Byron Mersereau, Jim McGinis  
Paul Sanford, Chief Administrative Officer Carol St-Amour and Recording  
Secretary Bourke.

**REGRETS:** Mayor Michael Tompkins, Peter Davies, Paul Stackhouse

**1. CALL TO ORDER**

Chairman Paquette called the meeting to order at 6:03 pm

**2. ADDITIONS TO AGENDA**

- Amendment # 8 Topics if Time Permits d) Future Use of Annapolis Royal Academy - move to ongoing tasks
- Business Arising #6 c) On-going tasks iv) – Highway Signage/Heritage Trail Loop – move to Sub-Committees #6 b) and amend to include chaired by Mayor
- Business Arising #6 b) ii – change title from Social Media to Marketing Video
- New Business #7 c) Gardens & VIC Location
- New Business #7 d) Computer Access concerning Board of Trade
- New Business #7 e) Senior Boys Basketball Provincials

**3. APPROVAL OF AGENDA**

**MOTION 1:**

It was moved by Jim McGinis, seconded by Councillor Mersereau to approve the agenda as amended. **CARRIED.**

**4. APPROVAL OF THE MINUTES – February 5, 2013**

**MOTION 2:**

It was moved by Jim McGinis seconded by Councillor Mersereau to approve the minutes as amended.

Corrections to the minutes - Page 2 Business Arising (i) Wharf Association should read that at least some of the land on which the proposed extension is being planned (iv) Antique Car Facility change HS to AHS Annapolis Heritage Society and AHS are looking at ideas for fundraising, Page 5 item #6, 5 broad topics, 5. should be “increased visitation” not “increased tourism”.

Paul Sanford discussed the wharf extension and Chairman Paquette requested CAO St-Amour to provide a property map for the wharf area. Paul Sanford will discuss the wharf extension with Adrian Nette and others on the Wharf Association.

**CARRIED.**

**5. PRESENTATIONS**

Kevin Burnell – Board of Trade

Kevin Burnell noted that the Board of Trade has present and future projects which he wanted to tell the Marketing and Economic Development Committee about.

The current main project is the Visitor Information Centre operations, noting the Centre takes up nearly all the financial resources, the Board have been using their funds to keep it going, there is one year of reserves left to fund the Centre, and that in the upcoming year the Centre will be open 5 days a week not 7.

Kevin Burnell noted that First Fridays was a new project launched last year with a 3 year project commitment and the 1<sup>st</sup> year was successful. He also advised the Board is involved with Christmas events, advertising, the Spring Blow Out in April, an annual school bursary for a student who is going into business, assistance and support for the Easter Egg Extravaganza, and assistance and support for the Ghost Town Event, working on 2 locator maps 4'X5' which includes all the area the Board of Trade covers, one for Petit Park and one by the tidal station Visitor Information Centre.

Kevin noted future projects include to lobby for and assist with a better events calendar for the community - reducing the risk of clashing dates (lost opportunities) by having the information out prior to the events being listed, the utilization of the Town's website to redesign and update the business section, way finding signs (directional signs within town), lobbying and support for the complete development of the wharf

CAO St-Amour inquired about what amount the Board of Trade would be requesting from Council for 2013. Kevin asked for an amount above \$3,000 ideally \$5,000. Kevin will provide CAO St-Amour with a copy of the 2013 Board of Trade budget, and statistics regarding usage of the Visitors Centre.

Chairman Paquette inquired if the Board of Trade received funding in the amount of \$5,000 would the Visitors Information Centre be open 7 days a week. Kevin responded yes. Considerable discussion was held regarding the Visitors Information Centre and would it be more practical placed at the Gardens as they have extended hours. Kevin advised that the Centre being at the power tidal station provides a lot of parking and the facilities are maintained.

Chairman Paquette inquired in terms of Christmas events, one of the ideas that came up is a bus to pick up and drop off people from parking lots to venues and would the Board be interested. Kevin advised the Board will promote it as much as possible. Chairman Paquette inquired if there was a secondary spot for the locator maps would the Board consider locating it at the gardens if the Visitor Information Centre was located there. Kevin Burnell noted the map would go wherever the VIC is. Councillor Mersereau advised one main entry point is covered, it would be appropriate to have the other entry point covered. Paul Sanford inquired how the Board of Trades' website is doing and was advised there is no website. Chairman Paquette noted intent to make the Town website the site where everyone goes to for information and further noting there is an opportunity for the Town and the Board to work together with respect to mapping on the Town website. Chairman Paquette advised that what happens outside the Town boundaries will help us and vice versa, with the Town the hub of the area and the community map will encompass this.

Kevin Burnell noted when discussing the Visitor Information Centre at the tidal power plant, a lot of the draw is the tidal power plant; 12,000 visitors were counselled at the tidal plant; when it was at King's Theatre there were 5,500 counseled plus 6,000 visitors to the Town Power Station. Councillor Mersereau noted there are 3 options, the existing one; a satellite; or close the existing one and open it at the Gardens. Jim McGinis noted ideally having a satellite at the Gardens would be beneficial. Discussion was held regarding the financials situation, satellites and keeping the Centre open 7 days a week.

Chairman Paquette advised Kevin Burnell of the Brain Storming Session to be held on March 13, 2013, 7-9 pm at St. Luke's.

## **6. BUSINESS ARISING**

### **(a) PUBLIC BRAIN STORMING Wed March 13, 7:00-9:00pm [Mayor Tompkins]**

Discussion was held regarding the Brain Storming Session as follows:

- St. Luke's hall has been booked, event from 7-9pm , registration 6:45pm
- opening remarks by Mayor, reason for session, introduce Committee, explain how the evening is to progress
- in terms of requirements – coffee, tea, water, cookies, name tags, markers, table at entrance, podium, clipboards, 5 easels, 5 flipcharts
- staff will be sending out invitations, Chairman will sign open participation
- Jim McGinis may not be there
- will have 5 stations, tables and chairs around the 5 stations
- 3 tables where counter is, at stations
- 2 people at each station, CAO & Administrative Assistant will be there
- no idea is a bad idea, repetition is fine
- engage them into speaking more about what is written if they do not have their own idea. No naysayers, inquire how do we make it work. People with an open mind may see a better way to do things
- a sheet with the 5 topics listed for people to take away with them, a handout (colored paper) that they could drop in at town hall, fill in at your convenience, facilitators may have to be prepared to give examples
- advertise in the Spectator (\$75.00), CAO Town Crier, website, bulletin board

Paul Sanford – site selected, “Increased Visitation” – wife Holly may be substitute

Councillor Mersereau – site selected, “Promote Land Development”

Chairman Paquette – site selected, “Increase Population”

Mayor Tompkins – site selected, to be determined

Peter Davies - site selected, to be determined

Paul Stackhouse - site selected, to be determined

#### **Marketing Video**

Jim McGinis advised that with respect to the marketing video that he spoke with Chris Cooper noting it would cost between \$5,000 to \$10,000 to produce a marketing video of the Town and with that amount we would get a \$50,000 to \$75,000 project. Dr. Cooper has about 6-8 hours of raw material he can use, but is lacking personal contact with people of the town, and he would do that this summer. Jim McGinis advised that Dr. Cooper talked about producing something that we could extract 44 second clips from to use on u-tube etc. Jim further noted Dr. Cooper is also producing a Rediscover Canada series which this would fit nicely into. It was stated that there were 2.6 million viewings of the Victorian Christmas episode, providing exposure for the Town. Jim McGinis suggested Alan Melanson be a member of the Marketing Video Sub-committee which includes Mayor Tompkins, Jim McGinis, Trish Fry and Ryan Scranton. Jim advised that we will have rights to the video, can have copies made, and it can be put on the town website.

**MOTION 3:**

It was moved by Jim McGinis seconded by Paul Sanford to recommend Council budget \$5,000 and up to \$10,000 for a marketing video made by Dr. Chris Cooper to promote the Town of Annapolis Royal. **CARRIED.**

Councillor Mersereau noted that regarding the ARRA plans, the Committee should consider asking the Friends of the ARRA to attend the next meeting and further to contact Annapolis County Economic Development Committee to register our interest in their discussions.

**MOTION 4:**

It was moved by Chairman Paquette seconded by Jim McGinis to recommend Councillor Mersereau be appointed to represent the Marketing and Economic Development Committee at the discussions with the County of Annapolis regarding the ARRA.  
**CARRIED.**

Jim McGinis offered his regrets for next meeting.

**MOTION 5:**

It was moved by Councillor Mersereau, seconded by Jim McGinis the meeting adjourn at 7:37 p.m. **CARRIED.**

---

Chair Paul Paquette

---

Recording Secretary Bourke