

**MARKETING AND ECONOMIC DEVELOPMENT COMMITTEE (MEDC)
MINUTES**

February 5, 2013 – 6:00 p.m.

Present: Chair Councillor Paul Paquette, Councillor Byron Mersereau, Peter Davies, Jim McGinis, Mayor Michael Tompkins (Ex officio), CAO St-Amour and Recording Secretary Bourke.

Regrets: Paul Sanford, Paul Stackhouse

1. CALL TO ORDER

Chairman Paquette called the meeting to order at 6:00 p.m.

2. ADDITIONS TO AGENDA

- **Future Items for Discussion** – will be a new item placed on the agenda
- **Timelines** – timelines will be placed on the agenda for a planning guideline
- **Presentations** – 10 minutes allowance per presentation will be provided after approval of the minutes

3. APPROVAL OF THE AGENDA

Motion 1:

It was moved by Peter Davies, seconded by Mayor Tompkins that the agenda be approved as amended with the aforementioned additions.

Motion carried.

4. APPROVAL OF THE MINUTES – January 24, 2013

Motion 2:

It was moved by Peter Davies, seconded by Councillor Mersereau that the minutes of the meeting held January 24, 2013 be approved as amended.

Correct spelling throughout re: “Peter Davies”, on page 3 under Historical Review capitalize “Petit Park”, on page 3 under Historical Review second paragraph 4th sentence change “provincial” to “federal” prior to the work regulations.

Motion carried.

5. BUSINESS ARISING

(a) Update on Town of Annapolis Royal’s Strategic Business Plan

Peter Davies suggested that there should be one planning strategy for the Town as there is a Municipal Planning Strategy and there is the Strategic Plan. It was agreed that copies of the Municipal Planning Strategy be made available to members of the Committee. Mayor Tompkins noted that the Strategic Plan will come back to this Committee.

(b) Committee Budget – funding/proposal cycle to feed into Town budget process (Council Members)

Chairman Paquette noted that for the first time for funding allocations it may be Council who makes the decision what monies will be allocated to this Committee unless the Committee can come forward with an amount for budget purposes. He further suggested that for future funding a method for consideration may be a percentage of the commercial property tax rate. Councillor Mersereau presented a recap of budget items related to Marketing, Economic Development, Community Development, Social Development, Heritage and Culture and Recreation for the year ending March 31, 2013 for consideration.

(c) Update on town organizations/committees/initiatives:

the (i) **Wharf Association** – Peter Davies advised that at least some of the land on which the proposed extension is being planned on the downstream side may not be available as owner of the land is not prepared to see it happen. Mayor Tompkins noted discussion is continuing in hopes it might change.

(ii) **King's Theatre** – Chairman Paquette advised that he is going to contact the Wharf Rat Rally organizers and ask them to contact King's Theatre as the Wharf Rat Rally would like to have motorcycle movies shown. Chairman Paquette also advised that there might be a concert held on Fort Anne grounds with a ship in the basin and the theme would be "Take over the Fort".

Mayor Tompkins advised that the Committee needs a contact list. Chairman Paquette suggested that once the list is created that it be placed on the website. Councillor Mersereau suggested that ADEDA be asked if they have that type of list. CAO St-Amour will make the contact with ADEDA and further noted that there is a community list at the Town Office.

Councillor Mersereau noted that our local organizations and associations will be having their Annual General Meetings (AGM) and usually a summary of financial reports, summary of last years activities and upcoming years activities are discussed. Councillor Mersereau suggested that someone from the Town or of this Committee could be there.

(iii) **Twinning Committee** – CAO St-Amour advised that there is a meeting scheduled to be held February 25, 2013 at 7 p.m.

(iv) **Antique Car Facility** – Jim McGinis advised that he had a meeting with Grant Slinn regarding the AHS (Annapolis Heritage Society) and AHS is looking at ideas for fundraising and is considering an antique car rally with antique cars and a restoration component; hoping to make a weekend of this similar to Wharf Rat Rally except with antique cars.

Peter Davies advised of the 400th anniversary of the burning down of the Habitation. Peter Davies advised that he is going to Virginia and presenting the Governor with a bill for which we would forgo if they present themselves at Fort Anne at an agreeable time. Peter Davies further noted that Kent Thompson is rehearsing to put on "Washing Soldiers" twice a week during the month of August, which will require some funding.

(v) **Basketball Tournament** – Mayor Tompkins advised that the provincial basketball tournament is going to be held at the end of this month and there is possibly a group of 300 people coming to Town. Discussion was held regarding what businesses are going to be open and who is the contact to let the businesses know and whether the organizers of the event see the importance of marketing it. Chairman Paquette suggested posting this information on the website and to send the information to the community reminder list.

Chairman Paquette suggested that an ad be placed in the Town Crier requesting organizations hosting events to let the Town Office know for advertising/communication purposes.

(vi) **Soccer** – Mayor Tompkins noted that soccer is not a school function but a group on their own. He also noted that they run the Natal Day tournament and when it was big they were

bringing in 300 people, who were camping and eating and shopping, and when there were not enough teams it was cancelled.

Councillor Paquette suggested that the whole package should be a session at the public brain storming session.

Mayor Tompkins suggested that the event, date, numbers of people expected to attend, where it is to be held, be information furnished by the businesses noting some of the onus is on the business to recognize there is opportunity. Peter Davies suggested a benchmark to measure effectiveness. Councillor Paquette advised that he will create a form for staff to use prior to an event for advertising and then after the event another set of questions as benchmarks.

Jim McGinis advised there is a huge thing going on with the Masonic Lodge. CAO St-Amour noted that on May 31st and June 1st there is a Masons convention in Cornwallis, then on the Sunday June 2, 2013 the event with over 600 people participating will group at the Farmers Market; march up to Fort Anne; followed by an Anglican service, followed by a walk to the old cenotaph site where a replica stone will be placed, then back down St. George Street to the Farmers Market and a pig roast; further noting the parade route and road closures.

Councillor Mersereau suggested that we should encourage the organizers to get the events and schedule on the calendar and on the internet.

(d) Sub Committee Reports on Task Lists:

(i) **Branding:** Mayor Tompkins advised that he is working on gathering the documents that were used and a full copy of the report, which included the whole process, the extensive interviews, the public hearing and approvals. Mayor Tompkins noted that the logo branding should be brought back to the Committee.

(ii) **Destination Marketing:** (Paul Stackhouse)

(iii) **Promotion:** Town Flyer (Chair Paquette); Placemat (Peter Davies); Peter Davies presented copies of the placemat that was done in 1992 and aimed at encouraging people to come to Annapolis and stay because of the heritage that exists in the county; noting the focus was on the county as a whole and the 3 towns within the geographic boundary. He went on to note that he is not suggesting this be copied, but the community mapping may have some basis for input.

Chairman Paquette advised that the first meeting of the Community Mapping group was held on Wednesday and basically the provincial government wants municipalities to undertake community mapping. He further advised that individuals would be trained to create maps, which would be placed on the provincial servers which would allow for editing of the maps.

Chairman Paquette noted that his plan is create both a paper and computer copy; to include having on one side the Town of Annapolis Royal, where to sleep, where to eat, where to shop, where to's and the other side with information where to day trip out from Annapolis Royal to the surrounding communities. Jim McGinis noted that there are 3 maps available now and suggested collaboration.

(iv) **New Ways to Market:** social media, utube, Dr. Cooper Ghost Town, Shuttlebus
Christmas Craft Shows

CAO St-Amour advised that she spoke with Dr. Chris Cooper and he has suggested that he is more than willing to help promote the Town of Annapolis Royal. CAO St-Amour advised that Dr. Cooper's website has generated 300 inquiries about the Town. CAO St-Amour advised that Dr. Cooper would like to make a gift to the Town; as he would provide the footage, provide all the filming and all the in-house music with regards to a film of the Town; further noting that there will be some costs associated with this. CAO St-Amour noted that Dr. Cooper asked thought be given to a theme. Jim McGinis noted that we need to take advantage of what is being offered as it is a huge opportunity. There have been over 2 million viewings of Dr. Cooper's Fort Anne segment. Jim McGinis went on to note that both Trish Fry and Ryan Scranton volunteered to sit on this Committee. Mayor Tompkins suggested a sub-committee be formed to organize interested parties in Town; and also the need to get an information package together to hand out to the 300 interested people. Mayor Tompkins volunteered as did Jim McGinis to sit on the Social Media Sub-Committee. Mayor Tompkins suggested a presentation be made to the schools and go from there. Jim McGinis suggested marketing everything including the health centre and all of the town facilities. CAO St-Amour will contact Dr. Cooper regarding the 300 inquiries. Mayor Tompkins requested the Town information package be brought forward on the next agenda.

(v) **Visitor Information Centre Site for 2013** (Mayor Tompkins)

Mayor Tompkins advised that in recent conversation with Trish Fry she noted there were some difficulties with the satellite visitor information centre at the Historic Gardens. Chairman Paquette inquired if the Board of Trade is aware that there might be a change in venue as they are responsible for the set up and hiring. Chairman Paquette advised that the mapping the Board of Trade is planning is not what they are doing with their map; further noting the Board of Trade created a large outdoor billboard which indicates public bathrooms. Peter Davies advised that the Petit Park display board was supposed to have all those things including a map. Discussion was held regarding the Board of Trade and their display sign; the entry points of Town and the change in traffic flow.

It was agreed to invite the Board of Trade to the next meeting on the 19th of February.

(vi) **Highway Signage/Heritage Loop Trail**

Mayor Tompkins suggested this Committee should investigate the cost involved for Highway signs. Chairman Paquette suggested a sub-committee for signage. Peter Davies advised that he has noticed that one or two business signs are occurring when coming in from Highway 101 and inquired if there is any value in trying to create an overall sign to allow businesses to advertise on it. Chairman Paquette noted it is something to be looked at. Councillor Mersereau advised that he is in favour of purchasing one sign this year. Mayor Tompkins offered to find out the cost associated with a highway sign.

(vii) **Future Use of Annapolis Royal Regional Academy and Other Forms of Economic Development**

(viii) **Commercial Opportunities and Land Development**

(ix) **Stimulate Increased Population – move to future meetings**

(x) **Contact with University** (Chair Paquette)

Chairman Paquette advised that he contacted Lisa Lauthier at Acadia University and mentioned 5 items of interest –

1. Feasibility of annexing Granville Ferry and Lequille
2. A friction Dock

3. A major industry
4. Market or cater to web-based entrepreneurs
5. Charge station for electric cars.

After some discussion it was agreed to have Chairman Paquette find out cost associated with the project and report back to the Committee.

6. PUBLIC BRAIN STORMING SESSION (Mayor Tompkins)

Mayor Tompkins suggested individual letters formally inviting the Historic Gardens, the County, Board of Trade and all other major players in our area.

Discussion was held as follows:

- Personal invitation letters
- Ask for input on point issues which need to be identified and put in the letter
- Small groups gravitate from one group to the next
- 5 broad topics
 1. Economic development
 2. Stimulate increased population
 3. Promote commercial opportunities
 4. Promote land development
 5. Increased visitation
- Attendees can register with e-mails
- No idea is a bad idea, non-judgmental, no evaluation
- Will be held Wednesday March 13th 7-9 p.m., registration begins at 6:45 p.m.
- Schedule of events
- Committee will come back with results – feedback to participants
- Give people written input option also
- Put in Town Crier
- Venue St. Luke's Hall
- Paper name tags, note pads, easels, markers
- Coffee, tea, water, cookies
- Format for agenda and draft letter will be done by then

Chairman Paquette noted that the first order of business for the next Committee meeting will be the public brain storming session.

7. NEW BUSINESS

8. NEXT MEETING 19TH of February 6:00 p.m.

Councillor Mersereau advised that the Request for Proposals for ARRA has been called. Mayor Tompkins suggested we contact the county to determine what is being done.

Mayor Tompkins requested the list of sub-committees be brought back to the next meeting.

9. ADJOURNMENT

Motion 3:

It was moved by Jim McGinis, seconded by Peter Davies the meeting adjourn at 8:01 p.m.
Motion carried.

Chair Paul Paquette

Recording Secretary Bourke