

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
January 12, 2016**

Present: Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Councillor Paul Paquette, Amy Matthews, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell. Also in attendance Alan Melanson and Durline Melanson.

Regrets: Bill Monk, Holly Sanford

1. **CALL TO ORDER:** Chair Tompkins called the meeting to order at 6:05 pm.

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2016-JAN-12-1

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

3. **APPROVAL OF THE MINUTES – December 8, 2015**

MOTION #MEDC-2016-JAN-12-2

It was moved by Councillor Mersereau, seconded by Councillor Paquette to approve the minutes of December 8, 2015 as presented. **CARRIED.**

4. **WELCOME NEW MEMBERS**

Mayor Tompkins welcomed Amy Matthews to the Committee and thanked her for volunteering to sit on the Committee.

5. **PUBLIC INPUT - None**

6. **PRESENTATIONS – EXPLORER – Alan & Durline Melanson**

Durline Melanson thanked the Committee for the chance to work together on the expansion of the Explorer. Durline has been working on expanding the Explorer and this is the ideal time with the anniversary of Port Royal next year and the 150th Anniversary of Canada in 2017. The Explorer reaches 25,000 in print and has a very interactive online version that reaches many more visitors. Alan Melanson gave the Committee two quotes for the page insert, option 1 Glossy map, hand stuffed in Explorer \$4079.05, Option 2 same quality paper in Explorer \$1500.00. Alan would like a five year commitment on either option to ensure the continuation of the extra page going forward. In the Option 2 plan the cost would be \$1000 for the next four years to allow for updates and changes to the map as required. Durline Melanson would need to know Councils commitment as soon as possible to get started for the 2016 edition. The Explorer is printed in time for the Saltscapes Expo every year.

7. **BUSINESS ARISING**

i. Workplan

CAO Barr stated that since two of the members were not able to attend tonight, that we should table this item to the February meeting. At the February meeting the Committee will discuss the broad topics in line with the mandate that the Committee feels are priorities. Community Development Coordinator (CDC) Millett-Campbell will send out an email the week prior to the meeting for everyone to think about the ideas and goals that they want to bring forward on February 9, 2016.

Discussion was held on the Donations & Grants Policy that Council recently passed. CDC Millett-Campbell has sent out the new policy to all previous applicants and a notice will be in the February Town Crier Newsletter. Once the applications are received the Committee would like to deal with the time sensitive ones right away.

MOTION #MEDC-2016-JAN-12-3

It was moved by Councillor Mersereau, seconded by Councillor Paquette to recommend to Council to give authority to MEDC to preapprove up to \$5000.00 in applications that are received in a time sensitive manner and is a repeat Donations & Grants application that has been recommended by staff. **CARRIED.**

ii. Waterfront Development Committee (WDC)

Mayor Tompkins reported that Committee is in the process of securing land with the waterfront projects and having further discussions with property owners all along the boardwalk. The Town has continued talking with the Irving Property Management on the possibility of leasing the land on St. George Street. Talks have also been ongoing with Parks Canada on the possibility of Petit Park land.

iii. Annapolis Royal Regional Academy (ARRA)

Councillor Mersereau reported that they had a great turnout for the public meeting last Thursday night on the ARRA open house. The subcommittee hasn't met for a while as everything was moving forward with the developer. Next step is to start working on the plan on the gym side of the building. The Developers next steps is to get their website up and running, complete the 3D model, and start the advertising campaign.

iv. The Explorer Pull Out Map

The Committee discussed the two options for the insert/extra pages for the map. Last month the discussion was how popular the Explorer is to the Community, user friendly with the visitors, and the most used brochure at the Visitor Information Centre. The idea of the pull out map and including all our great trails would be a great addition to the current Explorer.

MOTION #MEDC-2016-JAN-12-4

It was moved by Councillor Paquette, seconded by Councillor Mersereau to recommend to Council accept the proposal for Option 2 of the 2 page insert into the current Explorer with \$1500 this fiscal year and an additional \$1000 commitment for the next 5 years of the publication. As per the following details \$2562 for the first year and \$1950 for the next four years ending 2020. **CARRIED.**

v. Website RFP Update

CAO Barr reported that Addie MacDonald has been contacted to help put together a Request for Proposal (RFP). Addie agreed to help and quoted a price of two hours to three at \$60./hr to write the specs for the RFP. The draft should be ready by the end of this week.

vi. MEDC – 1 Member at large still required

CAO Barr asked Alan Melanson if he would be interested in sitting on the Committee, as he usually attends the meetings on a regular basis, and his experience with marketing and social media would be a great asset to the Committee and the Town. Alan indicated that he was interested and will advise CDC Millett-Campbell of his decision.

8. NEW BUSINESS

i. Appointment to Natal Day Committee

Due to two members absent from the meeting Mayor Tompkins tabled this item to the February meeting.

ii. Appointment to Waterfront Development Committee

Due to two members absent from the meeting Mayor Tompkins tabled this item to the February meeting. Councillor Mersereau discussed if a new member is required for this Committee and will be included in the discussion next month.

iii. Appointed Member to the Twinning Committee

Mayor Tompkins tabled this discussion to the February meeting as the Twinning Committee has been asked to submit a draft mandate for the Twinning Committee, and at the February meeting another presentation will be giving on a Historical Twinning.

iv. Royan Students 2016

CDC Millett-Campbell updated the Committee with the discussion she had today with Sally O'Grady about the students from Royan. At this point the Annapolis Royal Historic Gardens is definitely interested in taking part of the program, but Parks Canada has decided not to this year. The Committee discussed the possibilities of the students working with other groups, such as Annapolis Regional Community Arts Council, Annapolis Heritage Society, the Annapolis Board of Trade with the Visitor Information Centre, etc. The Committee agreed in principle that the Town would support the program and work in cooperation and collaboration with other community groups and organizations.

v. Hiring Summer Students

Mayor Tompkins wanted to bring attention to the deadlines for these programs available to hire students this year.

9. TWINNING COMMITTEE MINUTES

Nothing to report.

10. CORRESPONDENCE FOR INFORMATION

None

11. ADJOURNMENT

MOTION #MEDC-2016-JAN-12-5

It was moved by Councillor Mersereau to adjourn the meeting at 8:05 pm. **CARRIED.**

Next Meeting: February 9, 2016

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell