

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
January 13, 2015**

**Present:** Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Addie MacDonald, Helen Abel, and Recording Secretary Sandi Millett-Campbell

**Regrets:** Councillor Paul Paquette, Holly Sanford and Bill Monk

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

2. **APPROVAL OF AGENDA**

**MOTION #MEDC-2015-JAN-13-1**

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

3. **APPROVAL OF THE MINUTES – December 16, 2014**

**MOTION #MEDC-2015-JAN-13-2**

It was moved by Councillor Mersereau, seconded by Addie MacDonald to approve the minutes of December 16, 2014 as presented. **CARRIED.**

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS - None**

6. **BUSINESS ARISING**

**i. ARRA<sup>i</sup>**

Councillor Mersereau reported to the Committee that Mayor Tompkins and Councillor Mersereau will be meeting with developers this week to show the building to the interested party. Project Manager Position has been closed and the applications will be reviewed on Wednesday this week.

**ii. Logo Redesign**

The Committee reviewed the submissions and is continuing to work on a couple of changes to the two versions chosen by the Committee. A couple more changes to the designs will be requested. Once Troy Woodland has completed the changes the Committee will review the logos online and ask to meet with Troy within the next 30 days. If Troy cannot make the next MEDC meeting then a smaller committee will meet with Troy to discuss the final changes.

**iii. Survey Monkey**

Mayor Tompkins asked the Committee to review all the comments if they haven't already. There was some interesting comments on the surveys. Mayor Tompkins found it interesting that in question 5, the point of entry, the most popular was the airport and we do not have any information at this site. It might also be worth investigating where CAA and AAA gets their information on the Town of Annapolis Royal and how we can work to update the information if needed. Mayor Tomkins would like to share this information with the Annapolis Board of Trade and the local attractions groups. The contact information will be removed from the survey and

sent to the Annapolis Board of Trade to be distributed to their members, and a notice will be put in the February Town Crier that a copy can be requested.

## **7. NEW BUSINESS**

### **i. 1-8-3 Marketing initiative**

Mayor Tompkins will attend the 1-8-3 meeting at Annapolis Regional Arts Council on January 23<sup>rd</sup>. Mayor Tompkins also invited Committee members to attend the meeting and show their support. Sandi Millett-Campbell will send the invitation to the Annapolis Board of Trade and ask them to send it out to their contact list, as they will directly benefit by marketing the loop.

### **ii. Cruise Fundy – Opportunity to Market Annapolis Royal**

Mayor Tompkins suggested that the Annapolis Board of Trade would be the ones to contact on putting together a package for the cruise ships that will be arriving in Digby this season. If any of the businesses or attractions put together a package then the Town will forward the information on to Mike Bartlett to include with his promotional materials.

### **iii. Christmas Extravaganza Shuttle Bus**

Addie MacDonald reported that the shuttle bus was well used. The new bus stops helped notify the riders where the bus would stop. Mayor Tompkins would like to see if the four market groups would be interested in making a contribution to the cost of the shuttle. The shuttle bus will be on the MEDC budget requests for further discussion. Addie MacDonald also noted that the bus driver was great, very friendly and accommodating.

### **iv. Workplan**

Mayor Tompkins would like to see the Committee review the work plan, update the spreadsheet and include for the next MEDC meeting in February.

### **v. Donations and Grants Policy – Post and New Requests Timeline**

The Committee discussed how to streamline the Donations and Grants applications this year. The Committee will meet for morning meetings to discuss the past and new requests from last year's recipients. Any new applications or the larger funding requests will take place at the regular MEDC meetings with a maximum of a 20 minute presentation. The presentation time will include their follow up to the last year's expenditures and a current request if applicable. The morning meetings will start in February from 9am to 10:30am and additional night meetings will be scheduled for February 24, 2015 and March 17, 2015 if required. A maximum of two presentations will also be included on the regular MEDC meeting's agenda.

## **7. ADJOURNMENT**

### **MOTION #MEDC-2015-JAN-13-5**

It was moved by Addie Macdonald to adjourn the meeting at 8:15 pm. **CARRIED.**

## **8. Next Meeting: February 10, 2015**

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Chair Mayor Michael Tompkins

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Recording Secretary Millett-Campbell

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<sup>i</sup> Annapolis Royal Regional Academy