

**Town of Annapolis Royal
January 24, 2013
Marketing and Economic Development Committee**

Present: Mayor Tompkins, Councillor Mersereau, Councillor Paquette, Peter Davies, Jim McGinis, Paul Sanford, Paul Stackhouse, CAO St-Amour, and Recording Secretary Bourke,

1. Call to Order: Mayor Tompkins called the meeting to order at 6:01 pm.

2. Election of the Chair:

It was moved by Paul Stackhouse, seconded by Peter Davies that Councillor Paul Paquette be appointed as the Chairman of the Marketing and Economic Development Committee.

Motion carried.

3. Additions to Agenda:

- Election of Vice -Chair or Alternate
- Historical Reviews
- Literature Review
- Task List
- Budgets and Public Brain Storming Session

4. Approval of Agenda:

It was moved by Peter Davies, seconded by Mayor Tompkins to approve the agenda as amended.

Motion carried.

5. Election of Vice-Chair or Alternate:

It was moved by Jim McGinis, seconded by Mayor Tompkins, to appoint Paul Stackhouse as Alternate Chair.

Motion carried.

6. Future Meeting Dates:

CAO St-Amour advised that the MED Committee is going to be an active committee and inquired how often the Committee would like to meet.

Meeting Dates:

On motion of Mayor Tompkins seconded by Paul Stackhouse it was agreed that the Committee will hold meetings every two weeks on Tuesdays at 6:00 pm, commencing February 5, 2013.

Motion carried.

7. Review of Mandate/Terms of Reference:

Chairman Paquette reviewed the mandate of the Policy Establishing the Marketing and Economic Development Committee dated December 17, 2012.

Paul Stackhouse referred to item #2 noting that as a business owner and in the tourism sector, he would like to have a discussion amending "Better Place to Live". Paul Stackhouse advised that tourism has been declining over the last few years and if the tourism issue is not addressed we will not have a better Town.

Councillor Mersereau agreed with Paul Stackhouse advising that “a better place to live” is too narrow for the broader focus underlined in Item 2(a).

Mayor Tompkins advised that tourism based marketing has been ongoing for 30 plus years and the focus needs to be expanded. Mayor Tompkins noted the Town needs to develop more commercial and residential opportunities and to promote what is in this Town as a package. Mayor Tompkins suggested marketing the Town as there is more here than tourism and the spinoff will affect the tourism side of it.

Paul Stackhouse advised that as tourism is the biggest industry in the Town and as far as how the town has been marketed in the past the tourism item should be placed on the agenda. Paul Stackhouse stated that the group of people who represent the attractions are willing to step up and take on some of the responsibility of marketing tourism. Paul Stackhouse inquired as to how are we going to encourage people to come live here if what is here today may not be here next year. Paul Stackhouse noted we need to get more people to come and visit and keep the businesses alive. Chairman Paquette brought attention to Item 2(a) regarding increased population and increased tourism visitation. Paul Stackhouse advised that he wants to discuss the by-line “Better Place to Live”. Peter Davies noted that the Town can attract doctors where other Towns have difficulty doing so because of the amenities that include afterhour’s activities, cultural matters, the rich social and cultural aspect available here.

Mandate Amendment Item 2(a):

On motion of Councillor Mersereau seconded by Paul Stackhouse to recommend to Council that an amendment be made to paragraph 2(a) to include “ increased tourism”.

Motion carried.

On motion of Paul Stackhouse seconded by Paul Sanford an amendment was proposed to Item 2 the by-line “Better Place to Live” to include “and Visit”. No vote was called for and discussion ensued.

Discussion was held regarding Item 2 of the mandate. Councillor Mersereau advised that the by-line is a bit narrow if using this as a by-line for commercial opportunities and development. Mayor Tompkins suggested “Better Place to be”. Paul Stackhouse suggested that alternatively instead of amending the by-line to delete the by-line for now.

Mandate Amendment Item 2:

On motion of Paul Stackhouse seconded by Paul Sanford to recommend to Council that an amendment be made for Item 2 of the mandate with respect to “as a Better Place to Live”; that those words be deleted from the mandate.

Motion carried.

Paul Stackhouse inquired with respect to Item 2(d) of the mandate as to this committee being the gatekeeper of funds and inquired if someone wanted funding do they approach this Committee first or Council. Mayor Tompkins replied people should approach this Committee first noting that this will also roll into organizations that are looking for funding for economic development. CAO St-Amour noted that some presentations for funding requests have already been brought to council.

Chairman Paquette advised that with respect to item 2(e) the Committee should present a written report to Council. Peter Davies asked if when recommendations are made to Council from the Committee what is the process for Council providing the Committee with their decisions.

CAO St-Amour advised that the Council minutes can become part of the Committee agenda. Councillor Paquette advised that when recommendations go to Council it would be appropriate to let the Committee know of the decision. Chairman Paquette advised the Committee will not run events, as per the mandate.

Quorum of Committee:

It was moved by Mayor Tompkins seconded by Jim McGinis that a quorum of the Committee be 4 members.

Motion carried.

8. Historical Review:

Chairman Paquette requested a copy of a survey that the previous marketing and economic development committee undertook regarding 16 potential projects for the Town, further noting that the committee did not do any fund raising. Mayor Tompkins stated that he was here during that period and further there has been no mechanism in place since the committee shut down so subsequently no development of land, no commercial development; noting tourism was in the heyday then; and the Town had infrastructure that needed to be updated. Mayor Tompkins advised that the survey included the wharf development; the board walk, an amphitheatre at Petit Park, walking trails, noting that some of the projects have been completed. Mayor Tompkins advised the branding of the town was completed as the last project of the previous committee. Chairman Paquette inquired if the branding that has been done is the branding that the current Committee wants? Mayor Tompkins stated that he has been through the process and the public meetings and that the public wanted the branding and the historic colors. Mayor Tompkins noted that with reference to the historical side of the committee, it would be nice to see the marketing document that was done 8 years ago.

Jim McGinis advised that he grew up in this town and the changes are incredible; and the revitalization has been a great thing for the Town. Jim McGinis stated with regards to the branding of the Town the Town Crest may not be legal. Chairman Paquette advised that the crest is dated pre-confederation. Peter Davies advised the Town adopted the crest prior to federal regulations. Jim McGinis noted there are a lot of items to be dealt with and many worthwhile projects and inquired where is the funding going to come from. Mayor Tompkins advised that he hopes this committee will be proactive, but further advised that not every project will be funded; that there is opportunity to match funding including in lieu items and further it is important that groups in town are actively trying to find funding and looking at the future. Chairman Paquette stated that the Committee will have a task list and be proactive and looking forward it may create an impetus. Chairman Paquette advised that the task list should be priorities. Peter Davies noted that the problem with the funding is the committee does not have any mandate to look at the money that the town is dedicating to proposals. Mayor Tompkins suggested that a group would make a proposal to this committee and the Committee filters and makes recommendations to council. Mayor Tompkins suggested the Committee would review the list, the size of the project and the amount of money requested noting for example that priority #1 may cost too much for this year but may be able to be funded over longer terms instead of month to month and year to year.

Paul Sanford noted that it is the Committee's goal to review the projects that will help the Town of Annapolis and come up with ideas of how the projects are going to be made possible. Mayor Tompkins suggested that the Committee will be the avenue for groups to present their ideas noting the Committee does not have to come up with every idea. Mayor Tompkins suggested reviewing methods that would help the organizations communicate effectively. Chairman Paquette advised that it may prevent duplication. Paul Sanford agreed that it would be a better use of what is there.

Councillor Mersereau advised that one agenda item is the literature review and the historic plan and add some focus on previously identified projects. Councillor Mersereau stated that he will try to find the studies that are available at the Town Hall.

Paul Stackhouse voiced his concern that to advance the town from an economic development perspective, it is important to not micro-manage which allows for focus on the bigger picture. Chairman Paquette suggested that one of the objectives should be to get all the funding requests; have the committee review the requests; find out what the council budget will be and manage the requests. Chairman Paquette reminded the Committee that providing input into the Town's Strategic Plan is important.

9. Literature Review:

Paul Stackhouse handed out copies of the Annapolis Royal Tourism Development Related Initiatives/Documents. Paul Stackhouse will provide the supporting documents to CAO St-Amour. Paul Stackhouse advised that the documents are very relevant especially with respect to tourism development. Paul Stackhouse inquired if the tourism group should identify what needs to be done; make proposals to the Committee for future discussion to determine if anything is going to happen this year regarding destination marketing. Mayor Tompkins inquired if Paul Stackhouse thinks this is a sub-group. Paul Stackhouse replied yes. Chairman Paquette suggested that the creation of this sub-committee be placed on the next agenda.

Paul Stackhouse advised that with respect to the previous marketing documents that he has access to; the documents will be e-mailed to the Committee members.

Chairman Paquette suggested that in terms of marketing there was a presentation at King's Theatre with regards to Acadia University in Wolfville. Chairman Paquette went on to advise that there are internship positions available where the intern works in a community on community projects then that is brought to the professor who uses this information in the courses. Chairman Paquette noted that we would decide what kinds of projects to research, further noting that this is an opportunity to try something new with marketing and economic development. Chairman Paquette advised the only cost would be to pay the intern. Chairman Paquette volunteered to work on the proposal and find out the cost associated with this program.

10. Task List

Councillor Mersereau suggested the work focus on economic development, increase population, land development, commercial development and tourism and to bring specific ideas to the next meeting. Mayor Tompkins suggested considering funding, the attractions themselves and their request for funding. Mayor Tompkins also suggested the Visitors Information Centre be put on the next agenda, priority tasks and also signage specifically highway signs. Paul Stackhouse advised that there is no signage for Annapolis Royal from the direction of Bridgetown and inquired what signs are permitted, sign location, and the cost.

Chairman Paquette suggested a brochure project which would include a list of events, reference to the Town website, a map of the town with all tourism amenities, and then all tourism amenities just outside of town, family focused events; then when fully open a larger town map indicating by number; shops, restaurants, accommodations and where the services are located. Chairman Paquette advised that he is prepared to get a sub-group going to develop promoting the town and everything available within the Town and adjacent areas. Chairman Paquette suggested promoting our Town by doing a one year run and see what comes of it.

He also suggested the brochures be placed in all the B & B's and Inns in town and just outside the perimeter of Town. Councillor Mersereau advised that the Board of Trade had a mock-up of something similar and suggested it would be appropriate to check with them to avoid duplication.

Peter Davies stated that in 1992 while working with the planning commission there was a number of funding programs available, and one of the projects was a double sided place mat and the whole place mat had to do with history and maps: the county produces 650,000 of the place mats and were sold out in 2 years and it may be feasible to do some version of this place mat.

11. Budget and Public Brain Storming Session:

Chairman Paquette advised of the intention to send invitations to all organizations in town to attend a public brain storming session. Mayor Tompkins suggested the event be held on a Saturday so it will be very public accessible; consider inviting real estate agents and the people who run the attractions. Paul Sanford inquired what the format for the meeting would be. Discussion was held regarding the public brain storming session suggesting having different sections that may include marketing, attractions, the school, and as there are 8 members of the Committee there could be 8 areas of perspective. Mayor Tompkins suggested the attendees provide the ideas and how to develop and market them. Councillor Mersereau noted the key to a successful brain storming session would be the facilitation within the individual work groups. Peter Davies suggested that people are more comfortable in small focus groups as this would allow the opportunity for them to contribute to other proposed ideas. Paul Stackhouse advised that as part of the invitation it would be appropriate to give them some idea of the outcomes or the end result. Mayor Tompkins noted it would be prudent to say we are updating the strategic plan. Paul Stackhouse agreed and noted this committee is facilitating the session and what will come out is that what information is given will be incorporated into the strategic plan. Mayor Tompkins suggested consideration be given to topic areas, new ways to market overall, social media advertising promotion perhaps getting high school kids involved.

CAO St-Amour advised that currently the Town is receiving good free promotion. Dr. Cooper with Heritage Places Television has prepared an episode highlighting Fort Anne that was filmed last summer. This is free publicity for the Town. Dr. Cooper also shot an episode "Victorian Christmas in Annapolis Royal".

Peter Davies advised that he is organizing a North American conkers championship scheduled for October and further that this may bring many people to Town.

Discussion was held regarding the invitations, a location for the session, the date and community e-mail lists (to be brought to next meeting).

Length of Meetings:

It was moved by Jim McGinis, seconded by Councillor Mersereau to limit Committee meetings to 2 hours per meeting.

Motion carried.

12. Adjourn:

Mayor Tompkins moved the meeting adjourn at 8:09 pm.

Action:	Date:	Signature:
---------	-------	------------

Reviewed by CAO		
Changes made by Administrative Assistant		
Approved by Chairman		
Approved for Website by CAO		
Sent to Webmaster		