

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
July 8, 2014**

Present: Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Bill Monk, Addie MacDonald, CAO Carol St-Amour and Recording Secretary Sandi Millett-Campbell

Regrets: Councillor Paul Paquette, Suzan Hebditch and Holly Sanford

1. **CALL TO ORDER:** Mayor Tompkins called the meeting to order at 6:06 pm.
2. **ADDITIONS TO AGENDA**
Business Arising iv) Natal Day Soccer and Natal Day Schedule
Business Arising v) Road to 2017
Business Arising vi) Website
Business Arising vii) Electric Car Charging Station
3. **APPROVAL OF AGENDA**
MOTION #MEDC-2014-JULY-8-1
It was moved by Bill Monk, seconded by Addie MacDonald to approve the agenda as amended.
CARRIED.
4. **APPROVAL OF THE MINUTES – June 10, 2014**
MOTION #MEDC-2014-JULY-8-2
It was moved by Councillor Mersereau, seconded by Addie MacDonald to approve the minutes of June 10, 2014 as presented. **CARRIED.**
5. **PUBLIC INPUT - None**
6. **PRESENTATIONS - None**
7. **BUSINESS ARISING**
 - i. **ARRA**
Councillor Mersereau updated the Committee on the recent viewing of the ARRA¹ building on the 3rd of July. The prospective developer agreed that the building is well positioned, and would research the possibility of a sound business concept of an active living complex. The developer would find a balance with desire and physical need of the Town. Councillor Mersereau would like to see a Request for Proposal produced within the next 60 days. The next Committee meeting is on July 15th to follow up with the Community meeting held on May 29th.
 - ii. **Royan Intern & Exchange Students Dessert Party**
Mayor Tompkins thought the event was well received by the students and the Twinning Committee. Mayor Tompkins would like to see the program continue and grow on both sides of the exchange. Mayor Tompkins would like to invite the sub-committee to the next MEDC meeting in September to have a round table discussion on the economic development and mandate of the sub-committee.

¹ Annapolis Royal Regional Academy

iii. Queen Annapolisa Meet & Greet June 30th

St George & St Andrew's United Church held a Meet and Greet in honour of Queen Annapolisa Caitlin Bridson-Pateman on June 30th, 2014. Deputy Mayor Pat Power attending the reception on behalf of Council. Queen Annapolisa received \$431 in donations to support her role over the upcoming parades and festivals. Queen Annapolisa also attended the events on the July's First Fridays in Town. Queen Annapolisa will also be attending the Kingston Parade on July 12th, 2014.

iv. Natal Day Soccer and Natal Day Schedule

Councillor Mersereau wanted to know if there is going to be a Natal Day soccer tournament this year. CAO St-Amour responded that there is no tournament this year. The Committee is concerned on the timing of the schedule of events for Natal Day Weekend, as we are already getting questions about the schedules. Ads went out in the July Town Crier for volunteers for the weekend and for the sub-committee. The ad for the sub-committee will be sent out again in the August Newsletter, as no responses have been received at this time. PHMC Millett-Campbell will contact Angela Amero, Natal Day Coordinator, to help organize a meeting with all the organizations to get a firm schedule ready to go to print as soon as possible.

v. Road to 2017

Mayor Tompkins met with Mike Gushue and discussed the regional approach. Mayor Tompkins will meet with and discuss working with the other Municipal units on a legacy project. Mayor Tompkins will update the Committee at the next meeting in September.

vi. Website

Addie MacDonald and CAO ST-Amour will meet and discuss the Request for Proposal for the website updates and logo, now that the budget has been passed.

vii. Electric Car Charging Station

PHMC Millett-Campbell updated the Committee on the application for the Town's request to install an electric car charging station. The application was submitted to Nova Scotia Moves with David Stevenson. David Stevenson submitted the application as a joint project with Nova Scotian Electric Vehicle Highway Services, and other municipal units. The application was sent in on June 23rd, 2014.

8. SUB-COMMITTEE REPORTS

i. Destination Marketing re: (lead: Addie MacDonald)

No additional information to report at this time.

ii. Economic Development re: (lead: Michael Tompkins)

No additional information to report at this time.

9. NEW BUSINESS

i. Survey Monkey

Addie MacDonald and PHMC Millett-Campbell met and spent the morning putting the tourist survey on Survey Monkey. The link is located on the Town website under, What To See and Do tab. PHMC Millett-Campbell entered all the completed surveys that had been received from May to the end of June, and shared the data received from the surveys to date. The surveys were collected from the Visitor Information Centre, Annapolis Royal Historic Gardens, and Parks Canada. A total of 38 surveys have been completed as of June 30, 2014.

ii. First Impressions Grant

The Town has received confirmation that we will receive funding from the First Impressions Grant that was applied for in May. Nova Scotia Tourism will be making an announcement of the funding received in a public release, and until that time the amounts are confidential.

iii. Daurene Lewis Memorial

The Town is proceeding with a dedication to Dr. Daurene Lewis on Natal Day Weekend. The event will take place with the August First Friday events at 7:30 pm. A snow day surprise bush has been planted and the plaque has been ordered to honour Dr Daurene Lewis' accomplishments.

iv. Canada Day Video

PHMC Millett-Campbell showed the Canada Day video from NS Live.tv. Administrative Assistant Bourke has invited Brian Cottam from NS Live to return to Annapolis Royal to take part in our Natal Day festivities.

10. MARKETING COORDINATOR UPDATE

PHMC Millett-Campbell had nothing further to report this month.

MOTION #MEDC-2014-JULY-8-3

It was moved by Councillor Mersereau, seconded by Bill Monk to move in camera. **CARRIED.**

11. IN-CAMERA – CONFIDENTIAL

i. Video Copyright

MOTION #MEDC-2014-JULY-8-4

It was moved by Councillor Mersereau, seconded by Bill Monk to come out of in camera. **CARRIED.**

MOTION #MEDC-2014-JULY-8-5

It was moved by Bill Monk, seconded by Councillor Mersereau requesting the CAO to send a letter to Chris Cooper asking for a blanketing permission to create stills for the sole purpose of promoting the Town through the videos. **CARRIED.**

12. CORRESPONDENCE FOR INFORMATION - None

13. ADJOURNMENT

MOTION #MEDC-2014-JULY-8-6

It was moved by Addie MacDonald, seconded by Bill Monk to adjourn the meeting at 8:30 pm. **CARRIED.**

14. Next Meeting: September 9, 2014

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell