

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
July 9th, 2013**

Present: Chair Councillor Paul Paquette, Councillor Byron Mersereau, Jim McGinis, Mayor Michael Tompkins (ex-officio) CAO St-Amour, Recording Secretary Bourke, Jane Nicholson, Angela Amero, Ann Marie Monk and Grace Butland.

Mayor Tompkins arrived at the meeting at 6:32 pm

1. **CALL TO ORDER:** Chair Paquette called the meeting to order at 6:34 pm.
2. **ADDITIONS TO AGENDA**
 6. Presentations iii. Jane Nicholson
 7. Business Arising viii. Update on Progress of Website Audit
 7. Business Arising ix. Tourist Survey
 8. Sub-Committee Reports iii. add Attachment from Peter Davies
3. **APPROVAL OF AGENDA**

MOTION 1

It was moved by Councillor Mersereau, seconded by Jim McGinis to approve the agenda as amended. **CARRIED.**
4. **APPROVAL OF THE MINUTES – June 11, 2013**

MOTION 2

It was moved by Jim McGinis, seconded by Mayor Tompkins to approve the minutes of the Marketing and Economic Development Committee meeting of June 11, 2013 as amended, Page 2, 7. i. title Destination Marketing delete “Feed Bank” and insert “Feed Back” . **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:**
 - i. **Grace Butland re: Arts Festival 6:30 pm**

Grace Butland continued her presentation and advised the Arts Festival is looking for any support or ideas and would like it to become an annual town event. Jim McGinis suggested a street dance noting the last street dance which was a family event still receives favourable comments. Grace inquired if the grant from the Town for an event has to be used for specific criteria. Mayor Tompkins advised that grants are tied to results or matching funding. Grace advised major coordination is focused on creating a calendar of events; advertising to include 10,000 color leaflets inserted in the Chronicle Herald; last year extended advertising to the businesses; considering a spread in the Chronicle Herald; could have a wonderful annual festival. Mayor Tompkins asked if there were any educational activities involving the arts, or involving hands-on art workshops for adults and youth.

Grace commented there could be workshops, the Historic Gardens usually incorporates activities for youth; and flower arranging will be offered in front of Mrs. Nicholson's Home. Chairman Paquette thanked Grace Butland for the presentation.

ii. Jane Nicholson

Jane Nicholson commented she is here on a housekeeping issue in regards to sandwich boards in Town in relation to the First Friday's Initiative. Jane advised the Board of Trade is engaged in the First Friday Initiative being held from 6-9pm on the first Friday of the month; the aim is to bring people into Town to a festive atmosphere; we seek out and pay for entertainment; advertise in various media; design and print 80 posters and advertise on social media. Jane advised the policy of the Town of Annapolis Royal in her view is that there has been defacto special event point of views with regards to the sandwich boards. Jane requested the Town consider a one time non-paying sandwich board use for special events and to consider flexibility with respect to the by-laws and policies; a different category for sandwich boards for special events for organizations such as the Annapolis Board of Trade, churches and the legion. Councillor Mersereau thanked Jane and appreciates the suggestion, advising the policy became effective December 30, 2002; sandwich boards in place prior to that date are permitted. Mayor Tompkins noted sandwich boards being associated with an event is somewhat different than a sandwich board being associated with a specific location. Chairman Paquette noted most sandwich boards are for a specific location and required an application for a permit; it is worth considering; need to distinguish between a business and promoting an event. Mayor Tompkins indicated all sandwich board sign requests should go through the permit process, to ensure guidelines are adhered to.

Jane also mentioned the sister issue of tables and chairs on Town sidewalks during First Fridays; acknowledging there may be a liability issue for the Town. Mayor Tompkins advised tables and chairs on Town property may be permitted by the Town Council by way of a lease agreement.

MOTION 3

It was moved by Councillor Mersereau, seconded by Mayor Tompkins to recommend that Town Council consider amending the Sandwich Board Policy to accommodate sandwich boards for occasional use and special events at no cost to the applicant; and the applicant must apply for a lease with the Town of Annapolis Royal. **CARRIED.**

CAO St-Amour advised the Town received an application for a temporary sign from the Annapolis Royal Fire Department to temporarily replace the sign that was damaged.

Jane Nicholson inquired if the Town knew who to contact for use of the ARRA sign. The keys and letters to the ARRA sign are at Town Hall.

Jane Nicholson thanked the Committee for their time and for having a Marketing and Economic Development Committee. Jane departed the meeting at 7:10 pm

Chairman Paquette noted in terms of the two presentations that took place outside of quorum; the Arts Festival would like a recommendation from this committee put forth to Council for an event grant.

The Arts Festival will include “Paint the Town” and the “Dance Festival” as bookends; coordinating all other activities under one umbrella, one common advertisement for the Arts Festival; an 8 day event; if the event was held 2 years in a row, would be eligible for federal funding. Chairman Paquette noted the Arts Festival had received \$650 from Destination South West Nova and suggested the Town match the amount. Councillor Mersereau suggested it would be helpful for Council if Grace Butland could provide a budget. Mayor Tompkins suggested the grant be tied into art programming for youth.

MOTION 4

It was moved by Mayor Tompkins, seconded by Councillor Mersereau to recommend to Council, that upon presentation of a budget from the Art Festival, approval of an event grant of \$650.00 to be used for art programming. **CARRIED.**

Chair Paquette advised the presentation from Angela Amero and Ann Marie Monk representing Natal Days mentioned that the Lequille Store will be holding a fishing derby again during Natal Days as attendance is higher; also the Lobster Crate Run will be planned again during Natal Days for the same reason. There has been one change to the Natal Days schedule, the Princess Tea has been replaced with a Princess Dessert. The float built for the Apple Blossom Parade was a huge success and the float can be adapted for other parades.

7. BUSINESS ARISING

i. Promotional Brochures

It was agreed to e-mail Mayor Tompkins a template for the promotional brochure. Councillor Mersereau noted Sharon McAuley was involved in the development of Town brochures and may have templates. Mayor Tompkins advised the County has promotional material and asked administrative staff to find out what is used.

ii. Branding/Logo

Chairman Paquette noted the Timeless Annapolis Royal logo has a by-line that could be changed as per event or activity, and it is available for people to upload and use. Discussion was held regarding a competition for a new slogan; parameters for a competition; advertise in Town Crier and on Town website. Councillor Mersereau noted the branding/logo matters were discussed in terms of reference to strategic planning. Mayor Tompkins suggested it was discussed in terms of signage

MOTION 5

It was moved by Mayor Tompkins, seconded by Jim McGinis to recommend that Council approve a competition for a new slogan for the Town of Annapolis Royal, and to advertise the competition for a new Town slogan in the Town Crier and on the Town website. **CARRIED.**

iii. Highway Signage Update

Mayor Tompkins advised that Anthony Harvey is in charge of signage for Highway 1 and Highway 8; no permit is required; in terms of highway 101 signs must be set back 1000 feet from the road. Mayor Tompkins noted if you drive in from entry Highway 101 towards Annapolis, you drive 6 kilometers and there is no signage for the Town.

Mayor Tompkins suggested placing 4' x 8' signs; one kilometer apart indicating a site in Annapolis such as Historic Gardens at the 6 kilometer mark, Fort Anne at the 5 kilometer mark, Kings Theatre at the 4 kilometers mark, etc. Chairman Paquette suggested removing the sign on the Town board outside of King's Theatre promoting the construction of the skateboard park and replacing it with a map of the Town.

iv. Proposed Motion- Presentations to MEDC – attached

CAO St-Amour advised there were 3 presentations tonight as it is within the discretion of the Chair.

MOTION 6

It was moved by Mayor Tompkins, seconded by Jim McGinis to approve the requirements for Presentations to Marketing & Economic Development Committee with an amendment to include "at the discretion of the Chair". **CARRIED.**

v. Fort Anne Centennial

It was agreed to table this item.

vi. Soccer Tournament

Mayor Tompkins advised that the Natal Days Soccer Tournament has been cancelled for this year; the soccer society returned the grant funding for the student to organize the tournament; the Town earmarked \$1,000 based on a soccer tournament; next year there are others who are willing to step up and run the tournament; willing to budget for a soccer tournament; the Marketing and Economic Development Committee can address this in some way; can help an organization work with the Natal Days Committee; looking for someone to run the tournament. Chairman Paquette noted the potential for the Town Recreation Coordinator to help organize the event and then have someone organize the soccer tournament.

Mayor Tompkins suggested preparing an expression of interest regarding working with the Marketing & Economic Development Committee to develop a Natal Days Soccer Tournament. Chairman Paquette suggested an advertisement be placed in the Town Crier, the Town Website and to the community indicating "Due to unfortunate circumstances there will not be a Natal Days Soccer Tournament this year. The Marketing and Economic Development Committee of the Town of Annapolis Royal is looking to create a new Natal Days Soccer Tournament in 2014. If you are interested in organizing the soccer tournament please contact the Town Office at 532-2043".

vii. Edificimedia – attached

Jim McGinis provided an update on the promotional documentary. Jim McGinis advised the Town of Annapolis Royal will be the first Town shown on the "Rediscovering Canada" program.

Jim McGinis requested consideration be given to the HST portion of the promotional documentary be returned to the project fund for the purchase of DVD's that could be sold by the Town.

MOTION 7

It was moved by Jim McGinis, seconded by Mayor Tompkins to recommend that Council consider refunding an amount equal to the HST refund portion for the promotional documentary, back to the promotional documentary fund for the purchase of DVD's or other promotional items. **CARRIED.**

viii. Website Update

CAO St-Amour advised there is no update at this time. Councillor Mersereau suggested implementing the immediate recommendations

ix. Tourist Survey

Chairman Paquette distributed copies of a draft Tourist Survey. Discussion was held regarding the tourist survey; place it at B&B's, restaurants, Historic Gardens, Fort Anne, the Visitor Information Centre; tie it in to some sort of prize such as a two night stay in Annapolis Royal; name is important for further contact; gather that type of information and place on a database; could add survey to website; if you visited Annapolis Royal would you be willing to fill out this survey; contact information hard copy and electronically; if you would like to fill out our survey on line please do; in terms of content, add something that addresses the repeat customer; if this is your first visit when are you planning to return; would you like further information on the town; please come back again; please return this survey to the location you obtained it or fill in the survey on line; could attach a town pin on the top of the survey, a gift in advance; provide boxes at the various locations for survey submissions; should be printed on brightly colored paper.

Mayor Tompkins volunteered to contact various businesses for a donation for a year end prize for this year; in exchange will provide advertising space for that business on the survey.

Chair Paquette advised the Dime Store Fisherman (a TV show) is interested in filming the show near the Town. CAO St-Amour will reply to the request and get more information.

8. SUB-COMMITTEE REPORTS

- i. Destination Marketing re: (lead: Paul Stackhouse)
- ii. Economic Development re: (lead: Michael Tompkins)
- iii. Business Retention/Expansion & Community Development (lead: Peter Davies)

These reports will be placed on the next MEDC agenda.

9. NEW BUSINESS

10. CORRESPONDENCE FOR INFORMATION:

- i. Leslie Erickson – attached
- ii. Lobster Bash - attached

11. ADJOURNMENT: MOTION 8

It was moved by Jim McGinis, seconded by Councillor Mersereau to adjourn the meeting at 8:10 pm. **CARRIED.**