

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
June 10, 2014**

PRESENT: Chair Michael Tompkins, Councillor Paul Paquette, Councillor Byron Mersereau, Addie MacDonald, Bill Monk, Holly Sanford, Suzan Hebditch, CAO Carol St-Amour, and Recording Secretary Sandi Millett-Campbell.

REGRETS: none

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

2. ADDITIONS TO AGENDA:

- 7. Business Arising ii) Queen Annapolis Caitlin Bridson-Pateman
- 7. Business Arising iii) Business Retention & Expansion

3. APPROVAL OF AGENDA:

MOTION #MEDC-2014-JUNE-10-1

It was moved by Councillor Mersereau, seconded by Bill Monk to approve the agenda as amended. **CARRIED.**

4. APPROVAL OF THE MINUTES

MOTION #MEDC-2014-JUNE-10-2

It was moved by Suzan Hebditch, seconded by Addie MacDonald to approve the minutes of May 13, 2014 as amended. **CARRIED.**

MOTION #MEDC-2014-JUNE-10-3

It was moved by Councillor Mersereau, seconded by Suzan Hebditch to approve the minutes of May 20, 2014 as amended. **CARRIED.**

5. PUBLIC INPUT: None

6. PRESENTATIONS:

- i. Annapolis Natal Day Committee – Angela Amero
Angela Amero handed out the current schedule of events to the members of the Committee. The theme for this coming Natal Day Celebrations is History in the Making. Mayor Tompkins asked who was on the Natal Day Committee and for a review of how the weekend has been organized in the past. Angela Amero is the Natal Day Organizer, organizations and clubs in and around Town put on the events, and Angela meets with the organizations and clubs and puts all the information together to make a schedule. Angela is always looking for volunteers to help over the weekend, or to organize an event. To date the Natal Day Committee has approximately \$3200.00. Mayor Tompkins requested a copy of last year's budget. A suggestion was made that the funds should be funneled through the Board of Trade as to make it easier to apply for Festival Funding through the Province. Mayor Tompkins would like to see this weekend of events grow and become

sustainable. The Town will put an article in the Town Crier for July looking for volunteers for this year's celebrations. The Committee discussed making a sub-committee of MEDC to support the Natal Day weekend. The sub-committee should include members of the Annapolis Board of Trade, Annapolis Heritage Society, King's Theatre, Annapolis Region Community Arts Council, and Fire Dept. Holly Sanford, Addie MacDonald, Bill Monk, and Angela Amero agreed to be on the sub-committee. A request will go in the July Town Crier looking for more members. Mayor Tompkins and all the Committee members recognized and thanked Angela for all the work she has done over the years to make sure that Natal Day Weekend has happened. Addie MacDonald volunteered to be chair of the first meeting as the sub-committee gets formed.

MOTION #MEDC-2014-JUNE-10-4

It was moved by Addie MacDonald, seconded by Holly Sanford to form a Natal Day sub-committee under the Economic Development Committee. **CARRIED.**

7. BUSINESS ARISING

i. ARRA Update

Mayor Tompkins updated the Committee on the presentation made to the County Council on the status of the repurposing of Annapolis Royal Regional Academy. At this time Mayor Tompkins did not request staff or funding to help with the repurposing of the building. Councillor Mersereau thought the community Open House was met with a good turnout of approximately 50-60 people. The subcommittee members are collating the information from the public input and will be meeting to discuss the next steps in early July.

ii. Royan Interns & Exchange Student Dessert Party

Mayor Tompkins updated the Committee on Council's decision to have a dessert party on June 12 here at Town Hall. Members of the Twinning Committee, Council and invited guests will be in attendance. The Town has purchased gifts for the three students and the presentations will be made at that time. The Spectator has been invited to do a story on the students and the partnership with Royan, France.

iii. Queen Annapolisa 62nd Caitlin Bridson-Patemen

Mayor Tompkins has been talking with the newly crowned Queen Annapolisa about proudly sponsoring the Town in any way possible. Most of the scheduling for the official events will be done through the Apple Blossom Festival and Chris Pateman, Caitlin's dad. The Town is hoping to use this opportunity throughout the year at any and all special events that will be possible. An article and picture will be put in the July Town Crier to congratulate Caitlin. Bill Monk read a letter submitted by the Annapolis & District Natal Day Princess Committee, requesting funds to help out with the extra expenses that Caitlin and her family will now incur.

MOTION #MEDC-2014-JUNE-10-5

It was moved by Councillor Mersereau, seconded by Holly Sanford to recommend to Council that a onetime \$500.00 honorarium be given to Caitlin Bridson-Pateman, to

assist in the additional expenses that will occur for her new role as Queen Annapolis
62nd. **CARRIED**

iv. Business Retention & Expansion

Councillor Mersereau and the Committee realize that business retention and expansion is a mandate of this Committee, and the removal of the subcommittee was done to streamline the process as the subcommittees were overlapping in this area. Business retention and expansion is an important part of the Committees mandate and will continue to be so.

8. SUB-COMMITTEE REPORTS

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

Addie MacDonald reported on the recent stats from January to May 2014 for the following town accounts. The Towns YouTube account had 3446 views, which translate to 81071 minutes of videos watched on our website. The videos were the five videos that the Town purchased and the McLean's video. The views were mainly from Canada, and the US, with many other countries on the list. On the Town's twitter account, we have 648 followers. The highest hit for the same time period, January to May 2014, was the Easter Weekend. The Towns Facebook stats almost doubled from 2013 = 313 and 2014 = 601. Currently on the Facebook site we have 601 likes. The majority of the Facebook followers are 70% female. CAO St-Amour thanked Addie MacDonald for all the work she has done on social media for the Town.

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

Chair Tompkins had no report at this time.

9. NEW BUSINESS

i. Travel Pro Go

For information only.

10. MARKETING COORDINATOR UPDATE

PHMC Millett-Campbell read her monthly report.

11. CORRESPONDENCE FOR INFORMATION: none

12. ADJOURNMENT:

MOTION #MEDC-2014-JUNE-10-6

It was moved by Addie MacDonald, seconded by Suzan Hebditch to adjourn the meeting at 8:20 pm. **CARRIED.**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell