

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
June 11, 2013**

Members: Chair Councillor Paul Paquette, Councillor Byron Mersereau, Peter Davies, Jim McGinis, Chief Administrative Officer Carol St-Amour, Recording Secretary Dawn Bourke.

REGRETS: Mayor Michael Tompkins, Vice Chair Paul Stackhouse, Paul Sanford.

1. CALL TO ORDER

Chair Paul Paquette called the meeting to order at 6:03 pm

2. ADDITIONS TO AGENDA

- 6. Business Arising vi. Video Marketing Update
- 8. New Business ii. Town Map Handout
- 8. New Business iii. Habitation Burning

3. APPROVAL OF AGENDA

MOTION 1

It was moved by Jim McGinis, seconded by Peter Davies to approve the agenda as amended.

CARRIED.

4. APPROVAL OF THE MINUTES – May 21, 2013

MOTION 2

It was moved by Councillor Mersereau, seconded by Peter Davies to approve the minutes of May 21, 2013 as amended: Page 2, Business Arising, Item iii. Feedback Destination Marketing, fourth line delete”(one the for local community” and insert (one for the local community”; and Page 3, New Business, Item i. delete Aug 13. **CARRIED.**

Discussion was held regarding an inventory of French speaking people within the Town and it was noted for future reference the Provincial Government passed legislation and established the Office of Acadian Affairs; and there may be financial support for promotional efforts to recognize Acadians.

5. PRESENTATIONS None

6. BUSINESS ARISING

i. ARRA Update Meeting of June 6, 2013

Councillor Mersereau noted at the meeting of June 6, 2013 discussion was held in terms of the one year window available before the building becomes vacant to attract investors and developers for the development of the building; a fundamental first step is an information package for use when soliciting people who may be interested; a credible information package will require expenditures of funds; looking for development proposals not demolition or housing sub-divisions. Next meeting scheduled to be held Thursday July 11 at 6pm.

CAO St-Amour advised in terms of promotional material, a recent meeting of members of PHAC and builders and developers was held and promotional material is being packaged that includes rules and regulations that apply to Town development and profile information on the local area and community. Chair Paquette noted a presentation was made to the Town Council on The Aspotogan Process, followed by how the process could be applied to the Town of Annapolis Royal Business Development Program. Town Council is pursuing an initiative that may provide solutions to uniting the business community if funding is available.

ii. Branding/Logo

It was noted the Town uses the “National District” Logo; merchants are using the “Timeless Annapolis Royal” Logo as it allows for the addition of a by-line/image/banner. It was agreed to bring this item back to the next meeting.

iii. Highway Signage

Discussion was held regarding highway signage and billboards on private land.

iv. Calendar on Town Webpage re: Workshop/How to Use

It was agreed to defer this item to new business in conjunction with the website audit.

v. Presentation Criteria for MEDC

Discussion was held on the presentation criteria for MEDC and it was agreed if any presentations are made that require technical equipment it is to be set up 20 minute prior to the meeting, items 6 and 7 from the Town of Annapolis Policy on Meeting and Procedures and Presentations is appropriate to include; limit presentations to 10 minutes and an additional 5 minutes for questions/discussions on the presentation; at any given meeting a maximum of two presentations. It was agreed to direct CAO St-Amour to draft the presentation criteria for the MEDC Committee.

vi. Video Marketing Update

Jim McGinis advised a meeting was held this week; met solely to discuss funding; noting presentations were made to various organizations; to date have commitments of \$2,000; the Sub-committee is meeting with Chris Cooper and content will be discussed; the focus will be similar to “Sketches of our Town”; Chris Cooper has the capability of producing the video and the venue to showcase the video.

7. SUB-COMMITTEE REPORTS

i. Destination Marketing re: Feed Back on Report (lead: Paul Stackhouse)

Discussion was held regarding the report and it was noted there is not a lot of scope for providing funds to the subcommittees; support for encouraging opportunities for local businesses to maximum potential of free on-line listings, need to support the initiative; may have workshops in the fall in preparation for the next season; event calendar listing NovaScotia.com, not clear on the how to’s; approach target markets - what are the target markets; visitor services – how to get information to visitors when coming to town; cultural - need to educate the local population with regards to information perhaps with “did you know’s” in the Town Crier; Fort Anne Centennial has the potential to be a major event; sub-committee could be set up with Chair from MEDC and members from Fort Anne and the community with regards to this event.

It was agreed that Paul Stackhouse will follow up with Lillian Stewart regarding the Fort Anne Centennial, Jim McGinis will contact Annapolis Heritage Scotia regarding the Centennial and the Town has the documentation for requesting funding. Peter Davies advised that as Town Crier both himself and Valerie Davies will support and attend out of Town functions and suggested reimbursement for associated costs.

ii. Economic Development re: Lloyd M. Bourinot Sailing Centre (lead: Michael Tompkins)

CAO St-Amour advised that Mayor Tompkins spoke with Beth Earl of the Annapolis Basin Conference Centre who noted DND has control over facility, it is used from June to October; the facility is used for year round storage; may be an opportunity for mobile sailing school in the future; not pursuing at this time.

iii. Business Retention/Expansion & Community Development re: Report (lead: Peter Davies)

Peter Davies reviewed the reports from May 15, 2013 and June 5, 2013. The main points from the meetings were general agreement with the quiet quality of the Town; keep advertising focused on the explorer; one page insert just for events in the Town Crier; concern about the Town competing with private sector regarding town owned land with respect to direct sales as opposed to realtors; communication with community as a whole needs to be addressed and create a mechanism for the business community so they could become aware ahead of time what is being planned within the Town; including tentative future events; Community Band Fest will be held in July. There was support for the development of a unique event that can be run throughout the season; discussed walking ambassadors in costume; possibility of a dance at the market in conjunction with First Friday's.

8. NEW BUSINESS

i. Town of Annapolis Royal Website Audit

CAO St-Amour advised Addie MacDonald volunteered her time to prepare the Website Audit of the Town's website. Discussion was held regarding the report recommendations and it was noted with respect to the calendar of events in the Town Crier that advertisers do not follow up by the deadlines; suggestion to provide a standard format for what is to go on the calendar including a disclaimer that the Town is pleased to offer this service to the community, but the information is subject to what people provide; encourage people to send notices of events.

Discussion was held regarding a one page insert asking organizations for both current information and information regarding events that may take place in future months; everything that is posted should have a review by date or take down date; hide and imbed posting date. It was agreed to send Addie MacDonald a thank you note on behalf of the MEDC Committee to appreciate her work.

It was noted the layers on the Town website are confusing and the format is not appropriate. It was agreed to direct CAO St-Amour to ask Addie MacDonald if she is interested in continuing to volunteer her time and expertise with regards to the Town of Annapolis Royal website.

Peter Davies advised there are plans to celebrate the Burning of Habitation September 15th, 2013 and further the County of Annapolis has made a written proposal to the Governor General's Office for support. Councillor Mersereau suggested the Town participate or partner in the event.

9. CORRESPONDENCE FOR INFORMATION:

10. ADJOURNMENT:

MOTION 3

It was moved by Peter Davies, seconded by Jim McGinis to adjourn at 8:00 pm. **CARRIED.**

Next meeting: July 9, 2013

The meeting scheduled for August 13 is cancelled due to a motion of Council not to hold meetings during the month of August.

Chair Paul Paquette

Recording Secretary Bourke