

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
June 9, 2015**

Present: Chair Mayor Michael Tompkins, Vice-Chair Addie MacDonald, Councillor Byron Mersereau, Councillor Paul Paquette, Bill Monk, Holly Sanford, Helen Abel, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell.

Regrets: None

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

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2015-JUNE-9-1

It was moved by Councillor Paquette, seconded by Helen Abel to approve the agenda with the following additions: under 6. Business Arising vi) Route 8 Signage; under 7. New Business vi) Rose Fortune Dedication; under 7. New Business vii) Parks Canada Stats for 2014. **CARRIED.**

3. **APPROVAL OF THE MINUTES – May 12, 2015**

MOTION #MEDC-2015-JUNE-9-2

It was moved by Addie MacDonald, seconded by Bill Monk to approve the minutes of May 12, 2015 with the following amendment: 5. Presentation should read (FODAR). **CARRIED.**

4. **PUBLIC INPUT – None**

5. **PRESENTATIONS – None**

6. **BUSINESS ARISING**

i. ARRA¹

Councillor Mersereau reported that Heather McCormick has sent out over 80 packages to potential developers. The budget is challenging with the up keep of the building and streamlining the services required to maintain the building. The Committee is looking at posting the building on allnovascoita.com. The next ARRA meeting will be held on June 17th, 2015.

Mayor Tompkins would like to have an official presentation with the Junior High students at Annapolis West Education Centre to present a cheque for \$500 to purchase school sports uniforms. A date will be discussed with the school and Larry Powell from the Spectator will be invited to attend.

ii. Logo

The feedback on the new logo has generally been positive. The logo was announced in the Town Crier and Facebook. Addie MacDonald talked about the second life the National District logo could have in the future for a non for profit society. The Committee would like to see the next steps on the website to include the removal of the old logo and replaced with the new.

Community Development Coordinator will contact Troy Woodland to get a quote on the work to be done on the website. The Committee would like to have a press release of our new logo, and an event to promote it. The Committee would like the Community Development Coordinator to get quotes for some advertising materials such as tattoos, buttons, pens, t-shirts, banner, note

pads, magnetics for the June Council meeting. The promotional materials would be given out at the Natal Day Parade.

iii. PHMC Title Change

CAO Barr updated the Committee on the new title, Community Development Coordinator for Sandi Millett-Campbell. CAO Barr thinks the new title encompasses all aspects of the job. The website will be changed to reflect the new title.

iv. Invitation to Minister Ince

Councillor Paquette reported that Minister Ince was here last fall and was impressed with Annapolis Royal, and would like to receive an official invitation to return. Addie MacDonald mentioned that Minister Ince had returned to Annapolis Royal a couple of times since the first visit and thinks it is a good idea to invite him to an event under his field. At this time the Committee will wait to send out an official invitation.

v. Nova Star Pre-Operating Event

Community Development Coordinator Millett-Campbell updated the Committee on the Annapolis Valley Chamber of Commerce and Durline Melanson visit to the Nova Star's first voyage of the season and showed pictures of the event. The Town and the Annapolis Valley Chambers are developing a good working relationship, and the Committee would like a thank you letter from the Mayor to be sent to the Chamber and Durline Melanson for the representation on behalf of the Town.

vi. Route 8 Signage

Councillor Mersereau requested an update on the progress of the Route 8 signage. Community Development Coordinator Millett-Campbell reported that the signs have been produced and waiting to be installed. Discussions with the Department of Transportation are in progress finding out the current right of way and if permits are required to install them. Mayor Tompkins would like to have an update on the status of the signage at the June Council meeting.

7. NEW BUSINESS

i. Stepping Up Conference

Addie MacDonald handed out brochures outlining the upcoming Engage Nova Scotia one day province wide conference to celebrate success and mobilize change. The closest location is in Middleton at the Nova Scotia Community College on June 16th from 9:15 to 4:30 pm.

ii. Social Media Update

Addie MacDonald updated the Committee with the following stats on the Facebook page. 962 likes and of that 824 are Canadians, 590 are in Nova Scotia, 197 in Annapolis Royal and 120 in Halifax.

71% of fans are woman (46% FB)

27% of fans are male (54% FB)

The majority are between ages 35-65+, 16% are 35-44, 17% are 45-54, and 15% are 55-64.

The May 19 post by the Halifax Bloggers "Noticed in Nova Scotia" reached 3.3K people, May 15 post of the 10 Most Beautiful Towns by theculturetrip.com reached 2.3K people, and May 14 the Fishing Derby reached 1.3K people.

iii. Fancy's Jewellers Anniversary

Holly Sanford would like to see the Council recognize Fancy's Jewellers for their accomplishment of being in business in Town for 50 years. The Committee discussed renting the sign board at the Fire Hall to congratulate the Fancy's, and have the Mayor send a letter of Congratulations.

MOTION #MEDC-2015-JUNE-9-3

It was moved by Holly Sanford, seconded by Councillor Paquette to recommend to Council that a congratulations be posted on the Annapolis Royal Fire Hall sign for a Saturday and send a congratulatory letter from Mayor and Council to the Fancy's. **CARRIED.**

iv. CTV visit to Annapolis Royal

Community Development Coordinator Millett-Campbell reported that CTV's Cyril Lunney was in Town today along with Annapolis Valley Chambers of Commerce (AVCC) to tape a CTV Morning Live show. AVCC received 3 spots on the program and chose to do one on the Fort Anne, Port Royal, and the Graveyard tour. The crew spent the day in Annapolis Royal, had supper compliments of the Garrison House Inn, and stayed overnight compliments of the Hillsdale House Inn.

v. MEDC Mandate

Addie MacDonald reviewed that the current mandate includes marketing of the Town as stated in the Policy Establishing the Marketing and Economic Development Committee. Item 2 of the policy states the mandate of the Marketing and Economic Development Committee is to provide a strategic planning function to Council by identifying and exploring options to market the Town of Annapolis as a "Better Place to Live"; to promote all aspects of the Town based on ideas from the Town, for the Town, and by the Town ... and under item 3 the mandate of the Committee does not include running events. The Committee decided that this is a good time to evaluate the mandate. Everyone is going to submit their own ideas of what the Committee does promote. The Committee does feel that they have accomplished some incredible work in the past and needs to clarify the direction of the Committee in the future.

vi. Natal Day Sub Committee Report

Addie MacDonald presented her report, see Appendix A.

vii. Rose Fortune

Addie MacDonald updated the Committee on the Rose Fortune Project. The project has been designed in 5 phases. Phase 1: a Memorial marker at the Garrison graveyard; a fundraiser will be held on August 19, 2015 of a reading of the first act of the play Fortune at the Annapolis Royal Fire Hall; phase 2: a NS production of the play "Fortune" in September 2016, by a Nova Scotia playwright Juanita Peters; phase 3: costume interpreter on the streets as Rose Fortune engaging with the public for the tourist season 2016; phase 4: life size sculpture of Rose Fortune by Ruth Abernethy, and phase 5: an annual educational, historical permanent art based attraction in Annapolis Royal of Rose Fortune including all the phases. Currently the group is working on finding an organization that is will to undertake the projects. As this is the beginning stages of the project some or all of the phases may happen depending on funding.

viii. Parks Canada Stats for 2014

Councillor Paquette updated the Committee on the 2014 stats for Parks Canada. Parks Canada in general was down 3% in 2014, but Fort Anne National Historic Site was up 8%, and Port Royal National Historic Site was up 7%.

8. WORKPLAN

The Committee is going to finish reviewing the MEDC mandate before moving forward on the workplan.

9. TWINNING COMMITTEE MINUTES

CDC Millett-Campbell confirmed that the Royan exchange will include 15 people and they will be arriving late on September 3rd and leaving Annapolis Royal around lunch time on September 6th. The Twinning Committee is hosting an Open House at Town Hall on June 29th from 7:30- 9pm and everyone is invited to attend. The Royan Committee is going to celebrate Canada Day in Royan, and the Twinning Committee is working on celebrating Bastille Day on July 14th here in Annapolis Royal. A request will be sent to the Annapolis Board of Trade to invite its members to attend the Open House in June. CDC Millett-Campbell will also correspond with Phil Roberts to contact the ABoT to make a presentation at their July meeting.

10. CORRESPONDENCE FOR INFORMATION
None.

11. ADJOURNMENT

MOTION #MEDC-2015-JUNE-9-4

It was moved by Addie MacDonald, seconded by Holly Sanford to adjourn the meeting at 8:50 pm. **CARRIED.**

Next Meeting: July 14, 2015

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

¹ Annapolis Royal Regional Academy