

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
March 10, 2015**

Present: Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Councillor Paul Paquette, Addie MacDonald, Holly Sanford, Helen Abel, Bill Monk and Recording Secretary Sandi Millett-Campbell. Also present Gail Robertson, Heather LeBlanc and Alan Melanson.

Regrets: None

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

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2015-MAR-10-1

It was moved by Councillor Merereau, seconded by Addie MacDonald to approve the agenda as presented. **CARRIED.**

3. **APPROVAL OF THE MINUTES – February 10, 2015**

MOTION #MEDC-2015-MAR-10-2

It was moved by Councillor Merereau, seconded by Bill Monk to approve the minutes of February 10, 2015 as presented. **CARRIED.**

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS**

ARTFelt Christmas – Gail Robertson 6:10 pm

Gail Robertson, Volunteer of ARTFelt Christmas, updated the Committee on the past season with the new vignettes around town, receiving 48 free sets of LED lights with Efficiency Nova Scotia's exchange program, the community involvement with the Annapolis Board of Trade, Annapolis Heritage Society, Christmas Markets, and Kings Theatre. Public Works department is always a great help with the set up and take down. The advertising budget was a co-op effort with other groups to expand the advertising. The Annapolis Royal Photo Club is working on putting together pictures from last year to be used in this coming marketing campaign. Gail Robertson requested the use of the Town's Facebook page for social media campaign, and storage and a workspace at ARRA. Addie MacDonald agreed that the volunteers need to use the Town's Facebook page and will be willing to help out with posting the social media information. To try to streamline the Christmas season event the Mayor asked to see if the ARTFelt Committee would be interested in working with the Annapolis Board of Trade and taking on the Parade of Lights.

6. **BUSINESS ARISING**

i. ARRAⁱ

Councillor Mersereau reported that Heather McCormick has sent out seventeen packages to potential investors in the ARRA project. Annapolis Valley Regional Library has issued a Request for Proposal for a new headquarters. The ARRA sub-committee is talking about submitting a proposal. Discussion was held if the Town would be having a table or display set up at the Local Prosperity Conference on April 10th and 11th. The ARRA sub-committee meeting will be held on Wednesday March 11th and will discuss conference and display.

ii. Logo Redesign

The Committee reviewed the two logo samples and choose one option for each logo to be presented to the public. The samples will be in the April Town Crier, the website and a sample set up at the front desk at Town Hall for the public to vote on the logo they prefer. Addie MacDonald reviewed the draft text that would be used on the website, and Town Crier. It was suggested to add the elements of the logo design in the second paragraph of the background information to help the public understand the logo design.

iii. Novascotia.com – Community Page

Addie MacDonald presented a draft copy of the Community page submission for novascotia.com. The committee made a few small changes to the text and suggested adding the number of times the land changed hands. Once the changes have been made PHMC Millett-Campbell will submit the copy to novascotia.com for their review.

iv. Annapolis Community Events Guide

PHMC Millett-Campbell inquired on the deadline for the guide and the deadline was in three days. The Town will not participate this year, but will look into it next year, hopefully with more time to discuss our options.

v. Soar Magazine

At the last MEDC meeting advertising at the Halifax airport was mentioned, so PHMC Millett-Campbell included the media kit for the SOAR Halifax magazine. The Committee reviewed the information but decided this was not what they are looking for at this time.

vi. Saltscape Expo Halifax

PHMC Millett-Campbell updated the Committee that Alan Melanson has accepted the invitation to attend the Saltscape Expo in Halifax in costume on the first day of the event as a Town Ambassador. The Committee has agreed to pay for Alan Melanson's mileage and meals for the day. This will be a great addition for the Town. Thanks to Alan.

7. NEW BUSINESS

i. New Film Series Released: Regeneration on Main Street

PHMC Millett-Campbell handed out additional information sheets received from Jim Mountain just prior to today's meeting. The Committee is interested in looking into this opportunity further.

ii. MEDC / ABoT Spring Luncheon

PHMC Millett-Campbell and Bill Monk from the Annapolis Board of Trade will be working together on the Spring Luncheon as a combined effort of the Town and ABoT. This session will include all the ABoT members and the Town's regular invitations. Due to the number of possible attendees there will be a minimal charge for the luncheon. PHMC Millett-Campbell is on vacation the last two weeks of April, so Bill Monk and PHMC Millett-Campbell will work on a date in May. It was suggested to invite someone from Nova Scotia Tourism to come and make a presentation on their website novascotia.com and packages that could be included on their site. Bay Ferries would also be invited to attend and see if they are willing to be a corporate sponsor of the event.

MOTION #MEDC-2015-MAR-10-3

It was moved by Addie MacDonald, seconded by Holly Sanford that MEDC recommend to Council to approve the amount up to \$500 from the 2015-16 budget to be spent on the Spring Luncheon in conjunction with the Annapolis Board of Trade. **CARRIED.**

iii. Legacy 2017

Mayor Tompkins reported that Minister Shelly Glover had a great visit to the area and the discussions with the Minister and the upcoming 2017 celebrations. Minister Glover stresses the points that the area needs to work together on the proposal and link them all together, with an example being our water. Mayor Tompkins would like to see the boardwalk, wharf, ship building, marina and green spaces such as Petit Park and the new Irving site, used in a large waterfront development project. The plan should include an interactive site with as many community groups involved as possible. Mayor Tompkins would like to establish a Committee of Waterfront Development and invite members of the local community groups to sit on the Committee and have an open discussion on the plan for the Legacy 2017 project. Mayor Tompkins has agreed to Chair the Committee, Holly Sanford and Addie MacDonald also show interest on being on the Committee. PHMC Millett-Campbell will send a notice to the April Town Crier asking for volunteers for the Committee with a deadline of April 10th.

MOTION #MEDC-2015-MAR-10-4

It was moved by Councillor Paquette, seconded by Holly Sanford that MEDC recommend to Council to create a Committee of the Waterfront Development Legacy 2017. **CARRIED.**

8. WORKPLAN

Councillor Mersereau has a few changes/updates to the work plan and will send them to PHMC Millett-Campbell to update.

Councillor Paquette would like to add an item to the April agenda. Councillor Paquette would like the Committee to consider removing Marketing from the Committees title, and have an open discussion on this topic next month.

9. ADJOURNMENT

MOTION #MEDC-2015-MAR-10-5

It was moved by Councillor Paquette, seconded by Addie MacDonald to adjourn the meeting at 9:10 pm. **CARRIED.**

Next Meeting: April 14, 2015

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

ⁱ Annapolis Royal Regional Academy