

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
March 11, 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 6:00 pm.
2. **WELCOME TO NEW MEMBERS**
Chair Tompkins welcomed Suzan and Holly as new members to the Committee.
3. **ADDITIONS TO AGENDA**
Business Arising 8, ii. Tourist Survey
Correspondence for Information 12, iii. Waterfront Development Update
Business Arising 8, iii. Vice-Chair Nominations
4. **APPROVAL OF AGENDA:**
MOTION #MEDC-2014-MAR-11-1
It was moved by Councillor Mersereau, seconded by Councillor Paquette to approve the agenda as amended. **CARRIED.**
5. **APPROVAL OF THE MINUTES** – February 11, 2014
MOTION #MEDC-2014-MAR-11-2
It was moved by Councillor Paquette, seconded by Addie MacDonald to approve the minutes of February 11, 2014 as amended. **CARRIED.**
6. **PUBLIC INPUT:** None
7. **PRESENTATIONS:** None
8. **BUSINESS ARISING**
 - i. **ARRA Update**
CAO St-Amour received three quotes for the information document to be designed in a presentation format. The information is on the Council March 17, 2014 agenda for approval of the motion for the presentation document. Once approved, the accepted tender will be awarded and notified to go ahead with the work. The expected time period for the finished product is 2-4 weeks. Once the document is complete a copy will also be put on the Town's website as a link. Councillor Mersereau will send a copy of the package to the new Committee members for their review. The next subcommittee meeting is on March 19, 2014.

ii. Vice-Chair Nomination

MOTION #MEDC-2014-MAR-11-3

It was moved by Suzan Hebditch, seconded by Holly Sanford to nominate Addie MacDonald as Vice-Chair of the Marketing and Economic Development Committee. As there were no other nominations the motion is **CARRIED**.
Addie MacDonald accepted the position.

iii. Tourist Survey

Councillor Paquette asked the Committee members to review the latest copy of the tourist survey and make suggestions at the next meeting. Planning, Heritage and Marketing Coordinator will send out to the Committee members the latest version of the survey. Councillor Mersereau inquired if the survey could go online and use Survey Monkey as a free option to use.

9. SUB-COMMITTEE REPORTS

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

Addie MacDonald reviewed the submitted responses to the General Brand Planning and Audit. The summary of the report shows that the committee needs to take more time and decide what is working for the Town and fix what is not working. It is clear that there is no unanimous feelings of what we have to work with. Addie MacDonald recommends that the Committee needs to create the standards for the logo, usage of the logo, and constancy for everyone to work with. At the next meeting we should create a list of what the Committee thinks works and doesn't work for the logo and then give it to a professional to design a logo from the two lists of options that the Committee can then choose one. Once the Committee has a couple of design ideas then the Committee should hold a public meeting to show the options and choose the new Town logo. MEDC needs to set aside some time to focus on the logo at a special meeting or the next meeting should be just to discuss the logo.

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

No update at this time.

iii. Business Retention/Expansion & Community Development (lead: tbd)

Lead member was not discussed at this time.

10. NEW BUSINESS

i. Royan Tourism Student Internship Programme

A brief discussion was held to update the Committee of the two interns that will be working at Parks Canada and Annapolis Royal Historic Gardens for 8 weeks this summer. The Committee would like to see if the Royan Interns would be able to help with the tourists surveys at the Farmers Markets on Saturday or Wednesday mornings as part of their work experience in Annapolis Royal. Administration will make contact with the groups to see if this is possible.

ii. Twinning Minutes Feb 24 2014

The Committee reviewed the minutes.

iii. Beautification Funding for Businesses

The Committee discussed the possibility of funding flowers for the Town, and having a fund that businesses could apply for exterior renovations that would beautify the downtown area. Both options were forwarded to next month's budget meeting for further discussion.

iv. Set Next Couple of Budget Presentation Dates

The next budget meeting will be on Tuesday April 1st, as the deadline for application is March 31, 2014. April 8th, 2014 will a budget meeting only.

v. Day for Spring Luncheon and Discussion of potential Agenda Items and Invitees

After discussion on trying to find a date that all the groups could attend, it was decided that April 17th, 2014 would be the next MEDC Luncheon at the Fire Hall from noon till 1:30pm. The agenda will be kept short, the survey, the attractions will be invited to give a five minute what's coming this season update, round table discussion and the lunch. The invitation will also ask the businesses if they want to bring their promotional materials to share with the group. The invitations will be sent to the businesses, attractions, and B & B's in Town and surrounding areas.

11. MARKETING COORDINATOR UPDATE

No time for update this month.

12. CORRESPONDENCE FOR INFORMATION

i. Home at Home Article – Spring 2014

ii. MacLean's Magazine Canada 2014: 10 Places you've got to see

13. ADJOURNMENT:

MOTION #MEDC-2014-MAR-11-4

It was moved by Councillor Paquette, to adjourn the meeting at 8:25 pm. **CARRIED.**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell