

**TOWN OF ANNAPOLIS ROYAL
MARKETING AND ECONOMIC DEVELOPMENT COMMITTEE (MEDC)
APPROVED MINUTES
March 19, 2013 - 6:00 p.m.**

PRESENT: Chair Councillor Paul Paquette, Vice Chair Paul Stackhouse, Councillor Byron Mersereau, Jim McGinis, Mayor Michael Tompkins, CAO Carol St-Amour, Recording Secretary Sandi Millett-Campbell, Gail Robertson and Alan Melanson.

REGRETS: Paul Sanford, Peter Davies

1. CALL TO ORDER

Chairman Paquette called the meeting to order at 6:03 pm.

2. ADDITIONS TO AGENDA

Correspondence - Acadia University Intern

3. APPROVAL OF AGENDA

MOTION #1:

It was moved by Paul Stackhouse, seconded by Jim McGinis to approve the agenda as amended Item 6 i) to state "Vice Chair Paul Stackhouse not Paul Sanford. **CARRIED.**

4. APPROVAL OF THE MINUTES – March 5, 2013

MOTION #2:

It was moved by Paul Stackhouse, seconded by Mayor Tompkins to approve the minutes as amended.

Amend the March 5, 2013 minutes to state regrets from Jim McGinis. **CARRIED.**

5. PRESENTATIONS:

Gail Robertson – Christmas Promotion

Gail updated the Committee on the cost of installing the lights on the tree located on St George Street the expense was \$215, to install more hanging banners approximately \$10-\$15 per pole, and to install power plugs to a hydro pole approximately \$200. Gail spoke to Durline Melanson to see if she would be interested in doing the marketing aspect of the Christmas promotion

Alan Melanson – Explorer Update

Alan Melanson updated the Committee that the Explorer is printed annually, approximately 25,000 printed and are distributed throughout the province. The Explorer is now linked to webpages, Facebook, and YouTube. The Explorer is a cooperative effort with the businesses in town/surrounding community, and the Town; without everyone's support, the Explorer would not be possible. Alan Melanson requested the Marketing and Economic Development Committee to take this into consideration with the upcoming budget discussions.

6. BUSINESS ARISING

(a) RECAP OF PUBLIC BRAIN STORMING Wed March 13, 7:00-9:00pm

Mayor Tompkins reported that he was incredibly impressed with the variety of residents who attended the meeting which included commercial business owners and public from the Town and the surrounding areas; approximately 50+ people were in attendance.

The group had positive comments.

- Chair Paquette will put the information from the meeting into a spreadsheet by key words, and then consolidate the information/thoughts to approximately 20-30 key ideas to take forward to the next meeting.
- Mayor Tompkins would like to keep the momentum going with short term and long term goals as produced from the public meeting. Mayor Tompkins would like to see 3 items the Committee could accomplish this year.
- Each member is requested to bring their top 3 items, to accomplish this year, to the next meeting for discussion.

7. NEW BUSINESS

I. Formalize Destination Marketing Sub Committees; see handout.

- Paul Stackhouse handed out the general guidelines and flow chart for the Committee to review. There is a concern there are too many subcommittees and suggested there be a limit.
- It was decided to limit to 3 sub-committees, Destination Marketing, Economic Development, and Business Retention & Expansion/Community Development.
- Paul Stackhouse will amend his flowchart and send out for review at the next meeting.
- Paul Stackhouse will Chair the Destination Marketing Sub-committee, Mayor Tompkins will Chair the Economic Development Sub-committee. It was suggested that Paul Sanford and Peter Davies could Co-Chair the Business Retention & Expansion / Community Development Sub-committee.

II. Budget Recommendations to Council

- Mayor Tompkins would like to see grant money provided from the MEDC Committee set up on a matching fund basis, to encourage groups to look for outside funding.
- Chair Paquette would like to see the Committee have a wish list to take to Council for the budget meeting. Some of the key items being the video, highway signage, Christmas promotion, and website.

MOTION #3

It was moved by Paul Stackhouse, seconded by Jim McGinis to recommend to Council that a sum of \$40,000 be set aside for the Marketing & Economic Development Committee in the preliminary budget, to include ARRA, Signage, and Video. **CARRIED.**

8. CORRESPONDENCE FOR INFORMATION:

Acadia University intern program.

- Chair Paquette spoke with Lisa Lowthers about scheduling a meeting to discuss the possibility of the intern program.
- Chair Paquette will request the date of April 10th 2013, at noon here at Town Hall.
- Chair Paquette will confirm the date to all members of the Committee and all members welcome to attend.
- The intern would write a report on possible annexation of surrounding areas, research and suggest how to attract new economic development to the area.

9. Adjournment

MOTION #4

It was moved by Jim McGinis, seconded by Mayor Tompkins the meeting adjourn at 8:00 p.m.
CARRIED.

Chair Paul Paquette

Recording Secretary Bourke

Next meeting April 2, 2013.