

**TOWN OF ANNAPOLIS ROYAL  
MARKETING AND ECONOMIC DEVELOPMENT COMMITTEE (MEDC)  
MINUTES  
March 5, 2013 - 6:00 p.m.**

**PRESENT:** Chair Councillor Paul Paquette, Vice Chair Paul Stackhouse, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Peter Davies, Paul Sanford, CAO Carol St-Amour, Administrative Assistant Dawn Bourke and Sally O’Grady.

**REGRETS:** Jim McGinis

**1. CALL TO ORDER**

Chair Paquette called the meeting to order at 6:01 pm.

**2. ADDITIONS TO AGENDA**

- 6. b) Business Arising - Income and Expense Statement from the Board of Trade
- 6. c) Business Arising – Paul Sanford’s Property
- 7. a) change to New Business -VIC
- 7. b) change to New Business - Revamping of Town Website
- 8. i) Topics if Time Permits – Fort Anne Fees
- 8. j) Topics if Time Permits – Round Table and Business Development
- 7. c) Move Budget from 8a) to New Business

**CORRECTIONS TO AGENDA**

- 4. Approval of the Minutes change date of February 5, 2013 to February 19, 2013
- 6. e) ii) delete “social media” and change to “marketing videos”

**3. APPROVAL OF AGENDA**

**Motion #1**

It was moved by Paul Sanford, seconded by Peter Davies the agenda be approved as amended.  
**CARRIED.**

**4. APPROVAL OF THE MINUTES – February 19, 2013**

- Page 2, first paragraph, last sentence change to “ the Centre will be open 5 days a week not 7”
- Page 3, second bulleted point, delete the words “power house under current administration”
- Page 3, under Marketing Video, second sentence delete ”in the can” and add “raw material ”
- Page 3, last sentence delete” than later, by about late fall it could be ready to go.”

**Motion #2**

It was moved by Councillor Mersereau seconded by Paul Sanford to approve the minutes of the Marketing and Economic Development Committee meeting held February 19, 2013 as amended.  
**CARRIED.**

**5. PRESENTATIONS – Sally O’Grady, Friends of the ARRA**

Sally O’Grady made a presentation on behalf of the Friends of the Annapolis Royal Regional Academy, a group of people who did not want to see the school go into disuse. It was noted that Harry Jost has collected a lot of information over the years, and is interested in the building and the preservation of the building. Discussion was held regarding various items for consideration including Provincial ownership, 90/10 split between the County and the Town, the Willow Lofts in Truro, mixed used development, Rainbow Retirement home. Sally O’Grady read a letter from Jane Nicholson regarding “The Academy” A Rainbow Retirement Living Facility.

Sally O’Grady suggested to continue going forward that an official committee with official status be formed. Paul Stackhouse agreed there needs to be a single voice on this issue, one formal group, in order to resolve this.

Sally O’Grady departed the meeting at 6:43pm.

**MOTION #3**

It was moved by Peter Davies, seconded by Paul Stackhouse to recommend to Council that a subcommittee of the Marketing and Economic Development Committee be established for the purpose of a continued future for the ARRA and to encourage efforts to attract someone who wants to take over the building and put it to productive use; to have draft scope of terms of reference for the sub-committee drawn up, and representation will be made up of 2 members of MEDC, 1-2 members from the Annapolis County Economic Development Committee, and two members from the public. **CARRIED.**

Mayor Tompkins, Councillor Mersereau and Peter Davies expressed interest in being on the sub-committee, and it was agreed Councillor Mersereau will take the lead until the subcommittee meets.

**6. BUSINESS ARISING**

**(a) Public Brain Storming Session Wed March 13, 7:00-9:00pm**

Councillor Paquette advised the Mayor will make the opening remarks, introduce members of the Committee, explain the purpose of the meeting and how the evening is going to proceed.

The final two tables were decided:

Peter Davies – Site selected - Promote commercial opportunities

Paul Stackhouse – Site selected - Stimulate economic development

Mayor Tompkins - will be the floater

**(b) Income and Expense Statement from the Board of Trade**

Paul Sanford noted the lack of investment by the County of Annapolis with regards to the Visitor Information Centre, advising the Town of Annapolis Royal budgeted \$3,000 and the County budgeted \$1,500. Councillor Mersereau suggested asking Kevin Burnell of the Board of Trade to clarify the budget amounts.

**c) Paul Sanford's Property**

It was noted that the property does not go all the way down to the waters of the basin.

**d) Saltscapes Trade Show/information kits**

Councillor Paquette noted Council is providing \$500.00 towards the Saltscapes Trade Show so the Town can be represented and further Trish Fry and Ryan Scranton are willing to act on the Town's behalf. Councillor Paquette presented the existing information packages and advised that they will be distributed at the show by Trish Fry and Ryan Scranton.

**7a) Location of Visitor Information Centre (VIC)**

Discussion was held regarding the kiosk at Petit Park, the Tidal Power Plant Visitor Information Centre and suggestions for a more mobile sign that could be placed at the Farmer's Market or Historic Gardens.

**MOTION # 4**

It was moved by Paul Stackhouse seconded by Mayor Tompkins to recommend to Council that a letter be sent from the Committee strongly recommending the location of the Kiosk/Locator Maps be placed at the Farmer's Market or the Historic Gardens or the slip area of the wharf, as opposed to Peitit Park, due to higher visibility and higher traffic flow and a higher visitor count.  
**CARRIED.**

It was agreed that Mayor Tompkins, Paul Stackhouse and Councillor Paquette will meet with Trish Fry and Keith Crysler of the Historic Gardens to discuss the location of the VIC and Town funding for gardens, with a possible date of Thursday March the 14th at 6 pm at the Town Office.

**b) Revamping of the Town Website**

Discussion was held regarding the Town website, the possibility of the Board of Trade updating the business directory and updates on the website.

**c) Budget 2013/14**

Councillor Mersereau distributed a recapped current year budget. Discussion was held regarding the expenditures for ADEDA in the amount of \$10,000. Councillor Paquette noted the only money this committee has access to is the line item Marketing General and the ADEDA funds. Mayor Tompkins advised recommendations should come from this Committee to Council. CAO St-Amour noted \$5,000 was budgeted for a marketing video which would come out of Marketing General. Mayor Tompkins noted Line Item VIC with regards to signs, has not heard back regarding costs to purchase the blue signs with painted panels. Mayor Tompkins suggested that at the next meeting the Committee needs to make the recommendations to Council on the budget.

CAO St-Amour advised Anne Marie Monk of the Apple Blossom Festival indicated a float will be built at their expense, and would like to put a town brand on the float. Mayor Tompkins noted that Town does have branding available. Discussion was held regarding the branding, logos, slogans, for the Town of Annapolis Royal and it was suggested by Councillor Paquette this item be brought forward to the next meeting for discussion and decision.

Councillor Mersereau suggested the librarian be requested to give the Committee a copy of their budget for the upcoming year. Councillor Mersereau further suggested reviewing the Line Item for the Farmers Market Maintenance. Mayor Tompkins suggested limiting the first part of the next meeting to 30 minutes, prior to discussion of budget items.

CAO St-Amour advised that she met with 2 faculty members of Nova Scotia Community College with the Department of Photography, and they have chosen to make a book on “A Day In the Life of Annapolis Royal”, which provides free exposure, and the book will be available for sale once completed.

Adjourn at 8:00 pm

**MOTION 5#**

It was move by Mayor Tompkins, seconded by Paul Stackhouse to adjourn at 8:00 pm.

**CARRIED.**

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Chair Paul Paquette

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Recording Secretary Bourke