

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
May 13, 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 6:08 pm.
2. **ADDITIONS TO AGENDA:** none
3. **APPROVAL OF AGENDA:**
MOTION #MEDC-2014-MAY-13-1
It was moved by Suzan Hebditch, seconded by Councillor Paquette to approve the agenda as presented. **CARRIED.**
4. **APPROVAL OF THE MINUTES**
MOTION #MEDC-2014-MAY-13-2
It was moved by Councillor Mersereau, seconded by Councillor Paquette to approve the minutes of March 11, 2014 as presented. **CARRIED.**

MOTION #MEDC-2014-MAY-13-3
It was moved by Councillor Paquette, seconded by Councillor Mersereau to approve the minutes of April 15, 2014 as presented. **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:** None
7. **BUSINESS ARISING**
 - i. **ARRA Update**
Councillor Mersereau passed around a sample copy of the ARRA document that will be printed and will be available on the Town website. The next Subcommittee meeting will be on May 14th. The Subcommittee will be discussing the Public Engagement Meeting on May 29th being hosted at Annapolis Royal Regional Academy. County Councillor Heming has requested an update at the next County Committee of the Whole meeting on June 10th, 2014.
 - ii. **Luncheon Update**
Mayor Tompkins reported the MEDC Luncheon was well attended and the attractions updated everyone on the plans for the upcoming season. Many comments were made by the different groups on how they could work on packaging together. A request will be

made to the Annapolis Board of Trade to see if they would like to host an expo for the attractions, accommodations, retail stores, and restaurant to get together to network, share information and work on packaging. MEDC will host a second Luncheon in the fall (end of October/November 2014) to release the stats from the tourist surveys and talk about working together to package the area.

iii. Royan Tourism Student Internship Programme

Mayor Tompkins will refer this item to be discussed at the Council meeting on May 21, 2014.

iv. Tourist Survey

Copies of the final version of the tourist survey will be printed in black and white copies and distributed to the Annapolis Visitor Information Centre for their opening on May 16, 2014. The Committee would also like to see the tourist survey as an online version with Survey Monkey to record the stats. The Committee discussed having the prize package this year consisting of a package to return to Annapolis Royal next year. Suzan Hebditch has donated a two night stay at the Bailey House Inn as part of the prize package. This is to be included on the bottom page of the survey. Addie MacDonald will put the survey on Survey Monkey. Suzan Hebditch will send out a copy of the survey to the B & B owners to see if they would help with having copies available for tourists to fill out at their convenience.

8. SUB-COMMITTEE REPORTS

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

Addie MacDonald suggested moving the hand out Budget Estimates for Design & Printing Collateral for the Town of Annapolis Royal Based on 2014/2015 Work Plan to be referred to the budget meeting on May 20, 2014. The discussion on the website and the refresh of the website has also been moved to the budget meeting on May 20, 2014. Addie MacDonald has arranged for a meeting with all the local attractions and groups to discuss the opportunities for putting together a project list for the Road to 2017. Mike Gushue will be the coordinator for the Road to 2017 and looking at how to make Fort Anne National Park an active park again by 2017. Addie will be looking to compile a list of events to lead up to 2017 and ideas for a legacy project. The subcommittee meeting on June 15, 2014.

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

Chair Tompkins updated the Committee on the gateway signage from Route 8 into Annapolis Royal, as part of the First Impressions Grant that the Town has applied for from Nova Scotia Tourism Agency. Chair Tompkins is working with the Ministers and discussing our internet issues in rural Nova Scotia.

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

MOTION #MEDC-2014-MAY-13-4

It was moved by Bill Monk, seconded by Councillor Paquette to remove the Business Retention/Expansion & Community Development Subcommittee. **CARRIED.**

9. **NEW BUSINESS**

i. Yarmouth Entry Point

Chair Tompkins would like to see directional signage as a request to all Municipal units. The letter would include the willingness to work together to pull the traffic to this side of the Province. CAO and Mayor will meet and discuss the intent of the letter to the Municipal units or if they will add it to the Mayors and Wardens meeting agenda.

ii. First Fridays

Holly Sanford reported that this is the third year for the First Friday events, with the first one of this season on June 6th. The theme for the June event is Life on the Water. PHMC Millett-Campbell requested that First Fridays advertising be discussed at the budget meeting on May 20, 2014. Bill Monk would like to congratulate Holly for the great job on all her work into the great event that First Fridays has become.

10. **MARKETING COORDINATOR UPDATE**

PHMC Millett-Campbell read her monthly report.

11. **CORRESPONDENCE FOR INFORMATION**

i. Nova Scotia Webcams

12. **ADJOURNMENT:**

MOTION #MEDC-2014-MAY-13-5

It was moved by Addie MacDonald, to adjourn the meeting at 8:32 pm. **CARRIED.**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell