

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Budget Minutes
May 20, 2014**

PRESENT: Chair Mayor Tompkins, Vice Chair Addie MacDonald, Councillor Paul Paquette, Councillor Byron Mersereau, Bill Monk, Holly Sanford, CAO Carol St-Amour, and Recording Secretary Sandi Millett-Campbell.

REGRETS: Suzan Hebditch

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

2. **APPROVAL OF AGENDA:**

MOTION #MEDC-2014-MAY-20-1

It was moved by Councillor Paquette, seconded by Councillor Mersereau to approve the agenda as presented. **CARRIED.**

3. **DISCUSSION OF MEDC BUDGET ITEMS**

MOTION #MEDC-2014-MAY-20-2

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the General Marketing account 01-27629Z in the amount of \$17882.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-3

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Natal Day Fireworks account 01-27251Z in the amount of \$5500.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-4

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the New Year's Day Levee account 01-27251B in the amount of \$250.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-5

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Town Crier account 01-27261Z in the amount of \$1000.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-6

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Marketing Mail account 01-27623Z in the amount of \$1784.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-7

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Promotional Christmas account 01-27800Z in the amount of \$3700.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-8

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Economic Development – Historic Gardens account 01-277820Z in the amount of \$5000.00, with \$2500.00 onetime amount and \$2500.00 tied to a membership drive with \$100.00 donation with every \$40 new membership to the maximum of \$2500.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-9

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Economic Development – Visitor Information Centre account 01-27823Z in the amount of \$4500.00, of which \$3000.00 has been pre-approved. **CARRIED.**

MOTION #MEDC-2014-MAY-20-10

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Webmaster Fees account 01-27900Z in the amount of \$5700.00, with allocations of \$4100.00 for website redesign and \$1600.00 for the new logo, and further the retention of day to day maintenance to be transferred to the administration budget section. **CARRIED.**

MOTION #MEDC-2014-MAY-20-11

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Local & Area Economic Development account 01-28410Z in the amount of \$4000.00. **CARRIED.**

MOTION #MEDC-2014-MAY-20-12

It was moved by Addie MacDonald, seconded by Councillor Mersereau that MEDC recommend to Council to approve the Welcome Wagon account 01-27813Z in the amount of \$300.00. **CARRIED.**

4. ADJOURNMENT

MOTION #MEDC-2014-MAY-20-13

It was moved by Holly Sanford, seconded by Bill Monk to adjourn the meeting at 8:40 pm. **CARRIED.**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell