

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
November 10, 2015**

Present: Chair Mayor Michael Tompkins, Vice-Chair Addie MacDonald, Councillor Byron Mersereau, Councillor Paul Paquette, Bill Monk, Holly Sanford, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell. Also in attendance Julia Redgrave, Alan Melanson, and Grace Butland.

Regrets: Helen Abel

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

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2015-NOV-10-1

It was moved by Bill Monk, seconded by Councillor Paquette to approve the agenda with the following addition; under 7 New Business ii) Streamlining Budget Process. **CARRIED.**

3. **APPROVAL OF THE MINUTES – September 8, 2015**

MOTION #MEDC-2015-NOV-10-2

It was moved by Bill Monk, seconded by Holly Sanford to approve the minutes of September 8, 2015 as presented. **CARRIED.**

MOTION #MEDC-2015-NOV-10-3

It was moved by Bill Monk, seconded by Holly Sanford to approve the minutes of September 29, 2015 as presented. **CARRIED.**

MOTION #MEDC-2015-NOV-10-4

It was moved by Bill Monk, seconded by Addie MacDonald to approve the minutes of October 22, 2015 as presented. **CARRIED.**

4. **PUBLIC INPUT**

Alan Melanson on behalf of the Christmas Explorer would like to thank Sandi Millett-Campbell and the Town for supporting the Christmas Explorer again this year.

5. **PRESENTATIONS – 2015 ARTs Unleashed Wrap Up – Grace Butland**

Chair of ARTs Unleashed, Grace Butland, presented the Committee a final report on the advertising campaign funded by the Town's grant. Ms Butland advised the Committee that she will be stepping down as chair next year, and Julia Redgrave will be taking her position. Mayor Tompkins and all members of the Committee thanked Grace for her great job marketing and promoting the Town of Annapolis Royal. A job well done. See attached final report and schedule of events from ARTs Unleashed 2015.

6. **BUSINESS ARISING**

i. ARRA¹

Councillor Mersereau reported that there is no further update from the last meeting. CAO Barr and Mayor Tompkins have been working on the proposals and hoping to have a public presentation by December 1st, 2015. The public presentation will be held at ARRA and will be advertised in the Town Crier.

ii. Waterfront Development Committee

Mayor Tompkins reported that there was no meeting in October. Mayor Tompkins is hoping to meet with the different groups and have an update on the projects ready for the public presentation at ARRA in December.

iii. Natal Day Update

Addie MacDonald reported that the Committee did not meet in October and is waiting to call the next meeting the first of the new year. This will give time to see who will be on the sub Committee for 2016.

iv. Wayfinding Study

A discussion was held on Wayfinding study and if the Committee should expand on signage to bring in visitors like the Route 8 signage, concentrate on the signage in Town, looking for possible funding opportunities, and updating the work plan to include the ideas and the projects that the Committee would refer to.

7. NEW BUSINESS

i. Membership renewals December 2015

Community Development Coordinator Millett-Campbell reported that all the Community member positions are up for renewal as of December 31, 2015 and will need to know who is interested on staying on the Committee. Council will reappoint members at the December Council meeting. Helen Abel has replied by email that she is no longer able to sit on the Committee due to personal and family commitments. Addie MacDonald will also not be renewing. Bill Monk and Holly Sanford have agreed to resubmit their names for another year.

ii. Streamlining Budget Process

Discussion was held on the process for the Donations and Grants Policy currently in effect for our budget process. Addie MacDonald suggests that staff can review the applications if the requests for funding are the same amounts and up to a maximum amount or up to a certain percentage before the groups need to present to the MEDC Committee. The deadline for the applications should also be moved to January. Staff will review the policy and bring it forward next month for the Committee to approve and make recommendations to Council.

Councillor Mersereau wanted to inquire about the budget lines for the website review and layout and design for the rack card/brochure. Staff will look into the \$4100 for the redesign of the website and report back at the December meeting. The rack card/brochure has not been decided on a particular project. Staff will bring samples and ideas for the next meeting. Manager of the Annapolis Board of Trade Visitor Information Centre, Andrea Vandenboer will also be invited to attend to give the Committee some direction of the need for a rack card for the Town. Alan Melanson will also be invited to give his experience with The Explorer edition.

8. WORKPLAN

The workplan was not discussed due to time requirements.

9. TWINNING COMMITTEE MINUTES

Mayor Tompkins updated the Committee that staff had meet with the new Chair, Christine Igot, and discussed their request of having a member of Council sit on their Committee. The minutes will be attached to the MEDC agenda, as this is a subcommittee of Council.

10. CORRESPONDENCE FOR INFORMATION

None

11. ADJOURNMENT

MOTION #MEDC-2015-NOV-10-5

It was moved by Holly Sanford to adjourn the meeting at 8:10 pm. **CARRIED.**

Next Meeting: December 8, 2015

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

¹ Annapolis Royal Regional Academy