

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
November 12, 2013**

PRESENT: Chair Paul Paquette, Councillor Byron Mersereau, Jim McGinis, Addie MacDonald, Bill Monk, Gail Robertson, CAO Carol St-Amour and Recording Secretary Sandi Millett-Campbell.

REGRETS: Paul Sanford, Mayor Michael Tompkins (Ex officio)

1. **CALL TO ORDER:** Chair Paquette called the meeting to order at 6:10 pm.
2. **ADDITIONS TO AGENDA:**
Business Arising vii) Community mapping
3. **APPROVAL OF AGENDA:**
MOTION 1
It was moved by Councillor Mersereau, seconded by Jim McGinis to approve the agenda as amended. **CARRIED.**
4. **APPROVAL OF THE MINUTES – October 8, 2013**
MOTION 2
It was moved by Jim McGinis, seconded by Councillor Mersereau to approve the minutes of October 8, 2013 as presented. **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:** None
7. **BUSINESS ARISING:**
 - i. **Promotion Brochures**
It was agreed to refer this item to the next meeting as Mayor Tompkins was not available to update the status of the meeting with Cody Joudry.
 - ii. **Town Slogan**
The committee reviewed the format of the Town Slogan Evaluation form. Changes will be made and then the short list will be sent out to the public in paper and digital format. Both schools will be contacted to see if they have any input.
 - iii. **ARRA**
The sub-committee met on October 29th, 2013. A task list of 13 steps to go forward with the successful repurpose of the building has been prepared. Two interested developers have toured through the building. Councillor Mersereau will send the two new MEDC members a copy of the task list.
Councillor Mersereau advised the next meeting of the subcommittee is scheduled for December 9th, 2013 at 6pm.

iv. Christmas Market / Shuttle

MOTION 3

It was moved by Councillor Mersereau, seconded by Addie MacDonald to recommend to Council that the Marketing and Economic Development Committee move ahead with ordering the shuttle for the Christmas Market Extravaganza for \$70/ hour for 7 hours and to accept a free will offering donation to ride the shuttle. **CARRIED.**

v. Work Plan

The work plan was handed out for the committee members to review and see what projects interest them. The first draft of the work plan will be on the next month's agenda so members can agree to be responsible for the items.

vi. Scoops

Discussion was held about placing a season's greetings ad. The Committee decided to save the money to spend on an ad that gets an impact from the readers. Sandi Millett-Campbell will find out the deadlines and pricing for upcoming ads and promotions.

vii. Community Mapping

Councillor Paquette informed the committee that the accommodations, heritage properties, and dining establishments are complete and ready to go on line through the community mapping project. Councillor Paquette and Jim McGinis will meet with Ed Simmons from COGS (Centre of Geographic Sciences) and ask him to contact CAO St-Amour for further direction to be able to go on line via the Town website on a trial basis.

8. SUB-COMMITTEE REPORTS

- i. Destination Marketing re: (lead: Addie MacDonald)
Addie MacDonald agreed to take the lead role for this sub-committee.
- ii. Economic Development re: (lead: Michael Tompkins)
- iii. Business Retention/Expansion & Community Development (lead:)

9. NEW BUSINESS

i. Rack Card - Handout

The committee reviewed the rack card as handed out, and decided that there was too much information on the card. The Committee noted that the explorer is an excellent information source and thought that updating the information on the explorer would encompass everything the Town has to offer. Addie MacDonald suggested using the information on page one to fill both sides, so it will catch the eye. Bill Monk suggested a map like the Town of Wolfville has that is the size of a credit card and unfolds to reveal everything on it.

ii. Publication Listing

Councillor Paquette would like to see the different publications listed with the deadlines and prices as a user friendly document available at town hall.

iii. MEDC Luncheon Meeting – January/February 2014

It was brought to the committee's attention at the last MEDC luncheon that it would be a good idea to host another meeting to discuss the Ghost Town, and Christmas

Promotion at a meeting in the new year. The committee thought that another meeting around April 2014 would be a good time to bring the accommodations and attractions groups together again, along with the organizers of Ghost Town and Christmas attractions.

iv. 10 year Legacy Project

Councillor Paquette reported that Mayor Tompkins would like to see a development of a yacht project in the Town of Annapolis Royal for the 2017 projects.

v. Tourist Survey

The Tourist survey was reviewed and a couple more suggestions were made. Next year the survey results will be compiled as pre-season/high season/post-season, and will be available in a digital version.

10. CORRESPONDENCE FOR INFORMATION:

i. MEDC Luncheon

ii. Annexation Study

11. ADJOURNMENT:

MOTION 4

It was moved by Jim McGinis to adjourn the meeting at 8:15 pm. **CARRIED.**

Next meeting: December 10, 2013

Chair Paul Paquette

Recording Secretary Millett-Campbell