

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
November 12, 2014**

Present: Vice Chair Adele MacDonald, Councillor Byron Mersereau, Councillor Paul Paquette, Bill Monk, Holly Sanford, and CAO Carol St-Amour

Regrets: Chair Mayor Michael Tompkins and Suzan Hebditch

1. **CALL TO ORDER:** Vice Chair MacDonald called the meeting to order at 6:03 pm.

2. **APPROVAL OF AGENDA**

Addition to the agenda

6. viii. Committee Appointments

MOTION #MEDC-2014-NOV-12-1

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

3. **APPROVAL OF THE MINUTES – October 14, 2014**

MOTION #MEDC-2014-NOV-12-2

It was moved by Bill Monk, seconded by Holly Sanford to approve the minutes of October 14, 2014 as presented. **CARRIED.**

4. **PUBLIC INPUT: None**

5. **PRESENTATIONS**

‘Fortune’ – George Cameron Grant

George Cameron Grant provided the Committee with background as to how he was inspired to write about Rose Fortune; that he stayed at Seafaring Maiden Bed & Breakfast while visiting the Town of Annapolis Royal; that upon recommendation of Bill Monk, he took the Graveyard Tour; learned about the story of Rose Fortune and the fact that there is no marker on her grave; and how he was moved to delve deeper into the story, tell Rose’s story, and find a way to have a stone erected in the graveyard in Rose Fortune’s memory.

He wrote and produced a play inspired by the life of Rose Fortune which was staged in New York City as part of Summer 2014 Midtown International Theatre Festival (MITF). There were seven shows and it was nominated for seven awards.

George Cameron Grant has been in discussion with the King’s Theatre Manager, Geoff Keymer about bringing ‘Fortune’ to the King’s Theatre, potential to Wolfville and to Halifax in May 2015. It would be billed as “In Association with King’s Theatre presents ‘Fortune’...”

Mr. Grant presented copies of his play for all MEDC members and Council. He signed one copy for Town Hall.

6. BUSINESS ARISING

i. ARRAⁱ

Councillor Mersereau reported the Committee's last meeting was October 15th. The Committee reviewed a draft expressions of interest document and it was provided to Council on October 20th. The majority of Council supported that expressions of interest for the repurposing of the ARRA be placed on hold until April 1, 2015. Council requested administration to bring forward a proposed job description to the next regular meeting of Council for a potential temporary term employment contract for Project Manager. The position would research repurposing options further as well as logistics of the building.

In the meantime, the Town has been meeting with school board operations staff regarding handover of the building.

ii. Route 8 Signage

MOTION #MEDC-2014-NOV-12-3

Moved by Holly Sanford, Seconded by Councillor Paquette that Council approve the following elements to be included on each Highway 8 sign under the First Impressions Program with Nova Scotia Tourism Agency:

- That each sign states "Town of Annapolis Royal"
- That each sign highlights one Town attraction in picture form,
- Wording that states "Home of (name of attraction),
- Number of kilometers from sign location to Annapolis Royal, and
- Town logo if a redesigned logo is agreed by Council prior to signs being printed;

Further, that if funding allows for five signs, that one sign be designed for each of the following attractions: Annapolis Tours/Explorer Guide; Fort Anne/Port Royal; Annapolis Historic Gardens; Nova Scotia Power Plant; and King's Theatre;

And further, that if budget allows for a sixth sign, that the North Hills, O'Dell and Sinclair Museums be highlighted on that sign. **CARRIED**

iii. Route 8 Signage Locations

MOTION #MEDC-2014-NOV-12-4

Moved by Bill Monk, Seconded by Holly Sanford that subject to approval by the Department of Transportation and Infrastructure Renewal, that council approve the following locations for the signs along Highway 8: Near the intersection of Highway 3 and Highway 8; before Highway 210 (optional if only five signs); before Highway 209; at Kejimkujik Park; just before Highway 101; and finally, along Highway 8 just after the Highway 101 turnoff on the way to Annapolis Royal. **CARRIED**

iv. Logo Redesign

The Committee reviewed current results of the logo survey whereby people were invited to vote for the logo of their choice and provide comments. Due to the statistically significant number of negative comments about the logos, the Committee discussed recommending Council to ask MEDC to revisit logo designs.

MOTION #MEDC-2014-NOV-12-5

Moved by Holly Sanford, Seconded by Bill Monk that the Marketing and Economic Development Committee recommend that based on feedback garnered to date from the logo survey and other feedback, Council return the logo project to MEDC to revisit comments received from public input and that MEDC bring recommendations forward to Council at a later date. **CARRIED**

v. Natal Day Weekend Committee Update

Vice Chair Adele MacDonald briefly updated the Committee on the contents of her email dated November 6, 2014. Additionally, she asked if Natal Day documentation could be stored at Town Hall and CAO St-Amour agreed that it could be, especially as the Town will soon inherit some file cabinets from the handover process of ARRA.

Discussion ensued about future needs that should be explored further: signing authority, governance responsibilities as the Natal Day Committee is a sub-committee of MEDC and the need for a petty cash, etc.

vi. Spring Luncheon Co-Sponsor with the Annapolis Board of Trade – Mayor Tompkins
This item will be added to the next MEDC Agenda.

vii. Work Plan

This item is on hold until after the Committee appointments are made and should be on the first MEDC agenda after appointments are made.

viii. Committee Appointments

Holly Sanford and Bill Monk noted that they notified CAO St-Amour that they would like their names brought forward for Council's Committee Appointments to MEDC. The CAO advised that Suzan Hebditch verbally stated that due to other commitments, she will not be submitting her name for consideration at this time. Adele MacDonald said that she is considering to resubmit her name and will let the Town know of her decision in due course. Adele further advised that even if she does not continue on MEDC, she is willing to continue as Natal Day Interim Chair and work with Town Administration on the website and other social media projects.

MOTION #MEDC-2014-NOV-12-6

Moved by Bill Monk, Seconded by Holly Sanford that the MEDC meeting continue for another 30 minutes. **CARRIED**

7. NEW BUSINESS

i. Town Membership on Twinning Sub-Committee of MEDC

CAO St-Amour informed the Committee that the Town had been approached by the Chair of the Twinning Committee for the Town to pay for membership on the Committee. The Town does not pay for membership on its own committees. The Town did support the Twinning Committee with funds in the 2014/15 budget.

8. CORRESPONDENCE FOR INFORMATION

i. Twinning Minutes October 20, 2014

ii. Sundre Alberta Canada Guides

Vice Chair Adele MacDonald circulated a couple copies of a recent publication for consideration that the Town may wish to consider something similar, not the same, in the future.

9. ADJOURNMENT

MOTION #MEDC-2014-NOV-14-7

It was Moved by Bill Monk, Seconded by Councillor Mersereau to adjourn the meeting at 8:48 pm. **CARRIED.**

10. Next Meeting: December 9, 2014

Vice Chair Adele MacDonald

Chief Administrative Officer Carol St-Amour

ⁱ Annapolis Royal Regional Academy