

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
October 14, 2014**

Present: Chair Mayor Michael Tompkins, Councillor Byron Mersereau, Councillor Paul Paquette, Bill Monk, Holly Sanford, CAO Carol St-Amour and Recording Secretary Sandi Millett-Campbell

Regrets: Suzan Hebditch and Addie MacDonald

1. CALL TO ORDER: Mayor Tompkins called the meeting to order at 6:00 pm.

2. APPROVAL OF AGENDA
Additions to the agenda:

New Business 7 ii) Appointments and Reappointments to the Committee

7 iii) Work plan

MOTION #MEDC-2014-OCT-14-1

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

3. APPROVAL OF THE MINUTES – September 9, 2014
MOTION #MEDC-2014-OCT-14-2

It was moved by Bill Monk, seconded by Councillor Paquette to approve the minutes of September 9, 2014 as presented. **CARRIED.**

MOTION #MEDC-2014-OCT-14-3

It was moved by Councillor Mersereau, seconded by Bill Monk to approve the minutes of September 29, 2014 as presented. **CARRIED.**

4. PRESENTATIONS

Arts Unleashed – Grace Butland

Grace Butland presented the Committee with an overall view of the advertising that was done this summer to support Arts Unleashed and Annapolis Royal. Arts Unleashed events were held from August 16 – 24 2014, with a total of 98 scheduled events, which was an increase of 38% over last year. There was a large community participation in the full page ads that were in the Herald for June, July and August. The group also created 10 banners that were hung all through Town, posters, rack cards, press releases, Facebook page and twitter.

Arts Council has decided to concentrate all its efforts on Paint the Town, and has decided they will not be sponsoring Arts Unleashed in 2015. Grace Butland made a presentation to the Annapolis Board of Trade and they agreed to sponsor the event in 2015. Councillor Paquette mentioned that this event was a great investment for the Town. Mayor Tompkins and the Committee congratulated Grace for all her hard work on this project.

Twinning Committee – Phil Roberts

Phil Roberts, Chair of the Twinning Committee, updated the committee on the events over the past year. One exchange student for the school year, with a student from Annapolis West Education Centre in Royan now for a six month term. Two student interns that worked with Parks Canada and the Annapolis Royal Historic Gardens. The Royan group is starting to plan their visit to Annapolis Royal for late September 2015. The next twinning meeting will be held on October 20th when a new Chair will be voted in. Mayor Tompkins would like to see a contact with Annapolis Maryland made to see if they are interested in redeveloping our relationship. With the expansion of our floating wharf it might interest the Maryland group in continuing with the twinning. There can be both economic and cultural benefits with twinning with Royan France and Annapolis Maryland. Phil Roberts will forward the minutes from the next meeting to Town.

5. BUSINESS ARISING

i. ARRAⁱ

Councillor Mersereau reported the Committee has not met since the last MEDC meeting, but is meeting on October 15th. The Committee will be reviewing the first draft of expressions of interest and will be reviewing the short term initiatives that will tie into moving the students over to the high school.

ii. Logo Redesign – Revised Logo Designs for Discussion/Recommendation to Council

The Committee reviewed the revised four samples and has narrowed it down to one. The Committee is requesting to adjust the designs one more time with a couple of suggestions from the Committee.

MOTION #MEDC-2014-OCT-14-4

It was moved by Councillor Paquette, seconded by Councillor Mersereau to recommend to Council that the revised Logo 4 with revisions be distributed for consideration at the next Council meeting on October 20, 2014. **CARRIED.**

iii. Outcomes from MEDC Luncheon – Discussion/Next Steps

Mayor Tompkins reported that the presenters were great and group had a good time. It was a good connection for the businesses, and maybe this relationship should be through the Board of Trade. Mayor Tompkins would like to set up a meeting with the Board of Trade President and Vice-President to talk about co-sponsoring the event in April 2015 and opening it up to all businesses in the Annapolis Royal and surrounding area.

iv. Route 8 Signage – Key Directions

The Committee discussed looking at the Route 8 signage and locations for the proposed signage under the First Impressions grant. The Committee would like to see the signage with a picture of an attraction, distance to Annapolis Royal, new town logo, and one descriptive sentence of the attraction. Councillor Mersereau would like to see the attractions invited to work with the Town on a cooperative effort to make more signs bringing tourists into Annapolis Royal off Route 8.

6. NEW BUSINESS

i. Natal Day Weekend Committee Update

Addie MacDonald submitted an update for the committee to review. The next Natal Day meeting with Angela Amero will be held on Oct 29th here at Town Hall.

ii. Re-appointments and Appointments to the Committee

CAO St-Amour updated the Committee on the upcoming committee appointments. All of the MEDC members have served for one term and the year is over December 15th 2014. Towns Committees that require citizen appointments will be advertised and all current members will be advised in case they wish to have their names considered for another term.

iii. **Work Plan**

Councillor Mersereau would like to see the work plan on the agenda every month. Councillor Mersereau will send out the most recent copy of the work plan for review.

7. CORRESPONDENCE FOR INFORMATION - None

8. ADJOURNMENT

MOTION #MEDC-2014-OCT-14-5

It was moved by Bill Monk to adjourn the meeting at 8:30 pm. **CARRIED.**

9. Next Meeting: November 12, 2014

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

