

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
October 8, 2013**

**PRESENT:** Chair Paul Paquette, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Jim McGinis, CAO Carol St-Amour and Recording Secretary Dawn Bourke.

1. **CALL TO ORDER:** Chair Paquette called the meeting to order at 6:00 pm.
2. **ADDITIONS TO AGENDA:**  
New Business ii) Doers and Dreamers  
New Business iii) Time Line  
Correspondence for Information ii) Karen Hamblin
3. **APPROVAL OF AGENDA:**  
**MOTION 1**  
It was moved by Councillor Mersereau, seconded by Mayor Tompkins to approve the agenda as amended. **CARRIED.**
4. **APPROVAL OF THE MINUTES – September 10, 2013**  
**MOTION 2**  
It was moved by Jim McGinis, seconded by Mayor Tompkins to approve the minutes of September 10, 2013 as amended: Page 1, Second sentence from bottom should read “ Grace suggested ideally the expenditure of \$30,000 would be committed to fully promote the event.” **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:** None
7. **BUSINESS ARISING:**
  - i. **New Members – Update**  
CAO St-Amour advised two applications have been received and the applications will go to the next regular Council meeting for their recommendation.
  - ii. **Communication, Collection & Distribution of Information for Annual/Seasonal Events**  
**MOTION 3**  
It was moved by Councillor Mersereau, seconded by Mayor Tompkins to request lists of upcoming events and annual events from the various organizations and further the information be placed in the Town Crier, on the Town website and to the community reminder list. **CARRIED.**
  - iii. **Promotion Brochures – Update**  
It was agreed to refer this item to the next meeting. Mayor Tompkins will meet with Cody Joudry (Manager of Economic Development Municipality of Annapolis County).

**iv. Invitation to B & B's**

**MOTION 4**

It was moved by Mayor Tompkins, seconded by Jim McGinis to recommend to Council that the Marketing and Economic Development Committee hold a luncheon meeting with representatives from the B&B's, accommodations/surrounding area accommodations as listed on the Town website, Board of Trade and the tourist attractions, towards the end of October (date to be confirmed) and further that the invitations be sent out with a RSVP.

**CARRIED.**

**v. Fort Anne Centennial and Celebration of Charter**

CAO St-Amour noted at the last meeting it was agreed to invite a representative from the Board of Trade and Lillian Stewart of Fort Anne to attend the November meeting to discuss the Fort Anne Centennial and Celebration of Charter. They may not be able to attend a meeting together until January 2014.

**vi. Town Slogan**

Discussion was held regarding the request for a new Town slogan. It was agreed to recommend that CAO St-Amour approach the principals of the schools to see if the students could do a project and come up with Town slogans and further to have the students themselves pare it down to the top five choices. It was also agreed to run the article requesting a new Town slogan in the November newsletter mentioning the Town has received some slogans. It was further agreed to respond to the emails received for the Town slogans thanking them for their input noting the deadline has been extended.

**vii. Promotional Video – Viewing of Promo**

Jim McGinis noted it is the intent to release the promotional documentary tomorrow noting it is only the promotional part. Jim McGinis advised there are episodes for museums and historical attractions, accommodations and arts and culture, the farmers market and store fronts, the gardens and ARCAC and the Graveyard Tour with Alan Melanson. Jim McGinis noted that Chris Cooper's recommendation is to release the promo first and then release other episodes in segments. Chair Paquette inquired if there is going to be a media release announcing the promotional documentary. It was agreed to place an article in the Town Crier. Chair Paquette suggested there should be some official recognition on the part of the Town as Chris Cooper has invested his personal belief in the town.

**MOTION 5**

It was moved by Mayor Tompkins, seconded by Jim McGinis to approve the release of the Promotional Documentary October 9<sup>th</sup>, 2013. **CARRIED.**

Councillor Mersereau inquired if there is a feedback mechanism for comments. Jim McGinis noted that when Chris Cooper releases the promotional documentary on Edifice (which is an actual TV based program) there will be comments that can be supplied to the Committee. The link will be on the Town website.

Jim McGinis advised that after the sub-committee has wrapped up the project, recommendations will be made to the Marketing and Economic Development Committee.

**viii. Website – Update**

CAO St-Amour noted that Council has some funds available for website upgrades. Mayor Tompkins suggested that Adele MacDonald should also receive some official recognition on the part of the Town her contribution

**ix. Are You Planning An Event?**

There was one response from the Are You Planning An Event and it was the flu clinic. Mayor Tompkins suggested this item needs to be pursued and an article placed again in the Town Crier, on the Town website and sent out to the community reminders lists. Councillor Mersereau suggested contacting Durline and Alan Melanson as they put together the Explorer which contains annual ongoing events; perhaps possible to work together or as a stand alone but not independent to extract and use their list from the Explorer with the appropriate credits; using the same information in a different format. Discussion was held regarding approaching Durline and Alan Melanson, ARCAC, the Historic Gardens, Annapolis Historic Society to get them all involved. In addition to inviting the B&B's and representatives from the Board of Trade, MEDC should also be looking at strategic plans and include attractions including Fort Anne, the Habitation, the Historic Gardens, ARCAC and King's Theatre. It was agreed to invite the aforementioned to the luncheon meeting.

Mayor Tompkins suggested there should be an agenda to include the results of the current tourist survey, funding requests, the Are You Planning An Event flyer, and to show the promotional documentary.

Mayor Tompkins suggested the winners of the tourist survey should win a weekend in Annapolis Royal to include accommodations and meals and this could also be on the agenda.

**v. ARRA – Update**

Councillor Mersereau advised there was another viewing of the ARRA by a developer from Truro who indicated the condition of the school is in very good condition, suggested best usage would be mixed residential, commercial and a community section; he will provide some feedback and suggestions in terms of finding someone to take over most likely to achieve with finding someone fairly close to home. Councillor Mersereau noted there was a preliminary information package prepared but it is not finalized yet. The next step is to schedule another meeting of the sub-committee and talk about next steps and coordination with the school board and province and moving forward with RFP.

Councillor Mersereau advised the next meeting of the subcommittee is scheduled for October 30th at 6pm.

**8. SUB-COMMITTEE REPORTS**

- i. Destination Marketing re: (lead:     )
- ii. Economic Development re: (lead: Michael Tompkins)
- iii. Business Retention/Expansion & Community Development (lead:     )

9. **NEW BUSINESS**

i. **Christmas Market Extravaganza**

The Christmas Market Extravaganza map would be a great insert in the Town Crier. It was noted if each group spends \$20.00 they can get a mail drop. Mayor Tompkins suggested a shuttle bus with a regular run from venue to venue. Councillor Mersereau suggested contacting Trans County of Bridgetown. Mayor Tompkins suggested talking to the downtown businesses so they can get together and put out a coupon book and self promote to the shuttle bus users.

ii. **Doers and Dreamers**

CAO St-Amour advised the advertisement for the Doer and Dreamers magazine is due. Mayor Tompkins noted that Bill Monk mentioned the Town's many firsts and the awards the Town has won, first capital and suggested bullet points rather than full sentences. Chair Paquette suggested obtaining a different representation of the Town like the view from Granville across to the Town rather than the cemetery in front of Fort Anne. Councillor Mersereau suggested contacting Durline Melanson and asking if the Explorer had a picture of the Town and further to request their permission to use it. Mayor Tompkins advised the ad will have the Town logo (National Historic District).

iii. **Time Line**

Chair Paquette noted looking at the Marketing and Economic Development Committee that a lot of the work is being done including town hall forums, funding mechanisms for town organizations, event notifications, promotional documentary, tourist surveys, website audit, Acadia University discussions, ARRA, community mapping and other works in continuation. Chair Paquette suggested the same way as the Town budgets in may be beneficial to make capital budgets year one, year two, year three, year four, year five so that the Committee can continue their progress and good works and follow through and finish priority projects. The Committee is doing a considerable amount of work and it is not required to complete it all in one term; ongoing projects include new Town slogan, highway signage; collate all potential sources of ads, find a timeline and submit ads. Councillor Mersereau advised there is a preliminary list of 34 items that came out of the public forum meeting and suggested a list of timelines and priorities be prepared. Mayor Tompkins noted the list should be updated this fall. Mayor Tompkins suggested preparing a report on what the Committee has accomplished and what the Committee is working on and share the information with the people of Annapolis Royal.

10. **CORRESPONDENCE FOR INFORMATION:**

i. **SCOOPS Magazine**

Councillor Mersereau suggested the Town take out an ad in the SCOOPS magazine to say Seasons Greetings.

ii. **Karen Hamblin**

Jim McGinis noted as the matter is out of the control of the Committee the letter should be forwarded to the Board of Trade for their response.

**11. ADJOURNMENT:**

**MOTION 6**

It was moved by Jim McGinis seconded by Mayor Tompkins to adjourn the meeting at 7:50 pm.

**CARRIED.**

**Next meeting: November 12, 2013**

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Chair Paul Paquette

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Recording Secretary Bourke