

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
September 10th, 2013**

**PRESENT:** Chair Councillor Paul Paquette, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Jim McGinis, Grace Butland, Recording Secretary Bourke

**1. CALL TO ORDER:** Chair Paquette called the meeting to order at 6:05 pm. Chair Paquette advised there have been two resignations from the Committee, Peter Davies and Paul Stackhouse.

**2. APPROVAL OF AGENDA:**

Add to New Business -Signage Yarmouth

Add to New Business – Doers and Dreamers Advertisement

Add to New Business – Resignations

**MOTION 1**

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

**3. APPROVAL OF THE MINUTES – July 9, 2013**

**MOTION 2**

It was moved by Councillor Mersereau, seconded by Mayor Tompkins to approve the minutes of the Marketing and Economic Development Committee meeting of July 9, 2013 as presented.

**CARRIED.**

**4. PUBLIC INPUT:** None

**5. PRESENTATIONS:**

**i. Grace Butland re: Arts Unleashed Festival**

Grace Butland gave a report on the Arts Unleashed event; the 8 day celebration that was held August 17 to August 25, 2013. Grace noted this was basically an attempt to take art related events and activities that were already scheduled and group them under one umbrella. Arts Unleashed started with Paint the Town and ended with Dancing in the Third Act. Mayor Tompkins inquired how people learned of Arts Unleashed. Grace advised that Sheila Duggan (formerly of Atlantic Dance) had a lot of contacts and did a super job of promoting the event, it was cross advertised, also were very fortunate in that Tim Wilson provided an advertisement as an introduction to Dancing in the Third Act, also advertised through social media on a website created for the event, Facebook, the Town website and sent out brochures to businesses. Grace advised the item that had the biggest impact was a full page ad in the Chronicle Herald, noting the page cost \$3,950.00 plus tax; it drew reader's attention and was crucial for getting people to come to town. Grace suggested positioning is important, where you put yourself in your customers mind, your product to fit their need, and need to keep the Town of Annapolis Royal in the forefront; we, in Town know what a treasure we have, but everybody else does not and advertising is really important. Grace suggested ideally the expenditure of \$30,000 would be committed to fully promote the event. Grace commented funding for advertising and banners would be researched for future years.

Mayor Tompkins advised it would be nice to see more banners advertising events/activities to provide both residents and tourist the opportunity to know what is happening and when; and what is going to happen throughout a season; it is a natural addition to the existing banners. Chair Paquette suggested that Arts Unleashed provide a budget to MEDC and any funding requests will be reviewed in the fall prior to Council budget deliberations. Chair Paquette thanked Grace for her hard work that went into planning this event. Mayor Tompkins noted Grace made the point of advertising in the Chronicle Herald, and suggested it may be feasible to advertise quarterly, by seasonal events/activities. Grace commented the merchants were pleased to advertise because individually it is expensive but by grouping the businesses the individual cost was lower per business, a cooperative opportunity. Councillor Mersereau advised the event is positive for the Town and suggested advertising in the available free print publications noting the County has a good brochure. Jim McGinis thanked Grace Butland for all her time and effort dedicated to ARCAC.

Mayor Tompkins noted that there is need to see communication of information, collection of information and distribution of information. Councillor Mersereau suggested people proposing events should communicate to MEDC. Mayor Tompkins commented it is important to gather the information and to circulate the information, further suggesting the Town will send out a calendar of event/festivals to South West Nova and/or Doers and Dreamers once the information has been collected; and further to inform the community of this intent. Chair Paquette suggested a mail out to the community reminder list; place an article in the Town Crier, let as many people know as possible, that as a Town these events are happening and to communicate this to MEDC. The question arose as to how an event gets posted on the NSLC sign, no response was forthcoming. Jim McGinis noted the first step is to have the events reported to the Town, then the Town can forward the information, one central registry of events, it is a matter of educating all the different groups. Councillor Mersereau advised of the need to encourage everyone to take advantage of existing resources. Councillor Mersereau also commented there will be a lot of physical work which may require a half position a year. Councillor Mersereau suggested contacting the Historic Gardens to inquire what resources they would recommend. Jim McGinis commented the first pitch should be to ARCAC, AHS, Historic Gardens requesting they supply the Town with a list of upcoming events.

It was agreed to distribute a letter from MEDC requesting a list of upcoming events and annual events with deadline of October 31<sup>st</sup>, place the same information in the Town Crier, on the Town website and to the community reminder list.

## **6. BUSINESS ARISING**

### **i. Promotional Brochures – update**

Administrative Assistant Bourke advised that she has been in contact with Cody Joudry of the County of Annapolis regarding promotional brochures, the County is currently in the process of updating information, may go to print by November and further Cody suggested a meeting be set up with the communication person. Mayor Tompkins requested a meeting be set up between himself and the communication person to discuss promotional brochures.

### **ii. Tourist Survey – update**

Mayor Tompkins indicated interest with respect to the numbers of tourists travelling into Town from Highway 1 West, and where they learned about the Town.

Chair Paquette suggested the three campgrounds in the area should also be approached to distribute the surveys (Parkers Cove, Dunromin and the campground by the Theme Park) and included with the surrounding area. Councillor Mersereau offered caution with regards to the validity of the survey based on the number of returned surveys. Mayor Tompkins suggested the MEDC should meet with the B&B's as a group, invite them to a luncheon, encourage the owners to bring brochures, a chance for a social interaction as they are the first contact for many tourists. Jim McGinis agreed a luncheon is a good idea; a social opportunity may spur some conversation. Chair Paquette advised he is available on Friday's, suggested a 2 hour luncheon at the Town Hall. Discussion was also held regarding a spring meet with the B&B's and restaurants to allow MEDC to present and to request their brochures, discuss upcoming events, annual events, etc.

It was agreed to organize a luncheon from noon to 2 pm on a Friday prior to the end of September, and to send out personal invitations to the B&B's to meet with MEDC for the purposes of discussing information by way of a social.

Mayor Tompkins noted both Port Royal and the Tidal Power Plant do not provide funds to the Town for advertising and with reference to the tourist survey; it may be an item for consideration during signage deliberations. Councillor Mersereau noted the Tidal Power Plant may consider the space provided by them for the Visitors Information Centre as a donation to the Town. Mayor Tompkins suggested approaching Fort Anne, Port Royal and the Tidal Power Station for funding.

### **iii. Fort Anne Centennial – and Celebration of Charter (2017)**

Mayor Tompkins inquired as to what is MEDC's role for the upcoming celebrations. Chair Paquette noted there will be some funding opportunities; accessing of funds. Councillor Mersereau advised there is federal funding which requires a fairly long lead time, similar to the 400<sup>th</sup> anniversary grant. Chair Paquette suggested contacting Lillian Stewart of Fort Anne to see what they are planning. Chair Paquette advised next year is the 10<sup>th</sup> year anniversary of the Wharf Rat Rally, and discussion is taking place regarding a big concert on the grounds of Fort Anne, have already started talking to sponsors for a big bash at Fort Anne. Councillor Mersereau noted the BoT has indicated they will keep us up to date on developments.

It was agreed to invite the Board of Trade and Lillian Stewart of Fort Anne to attend the November meeting of MEDC, to discuss the Fort Anne Centennial, Celebration of the Charter and Champlain Day.

### **iv. Branding/Logo (hand out at meeting)**

Chair Paquette advised the Timeless Annapolis Royal logo stems from a report done in 2007, it was a very long process, not sure the report had been approved by the Town, not used by very many organizations, part of the report included milestones, basically the concept is of Annapolis Royal being a hub, otherwise none of the goals or milestone have been met, at the 5 year mark there was supposed to be signage at all the entry points. Chair Paquette noted the Timeless Annapolis Royal logo is not functioning. Chair Paquette noted if MEDC was to advertise for a new marketing slogan there should be criteria used to advertise and criteria used to judge. Mayor Tompkins suggested reference one of the Town's "firsts".

Discussion was held regarding the marketing slogan, advertising for marketing slogans in the Town Crier, once narrowed down to one or two choices take it to the public for their input, once a slogan has been selected can have a competition for the artwork. In the spring the marketing slogan can be advertised on billboards, Town signage, top or bottom of banners. In terms of banners, there is the Magnolia Festival, Eggstravaganza, First Fridays, Farmers Market Wednesday and Saturdays, Ghost Town, Victorian Christmas, Paint the Town, Natal Days, etc. and if there are banners for all these events and activities, then both the residents are kept informed of upcoming events and tourists can see the current events and upcoming events. Mayor Tompkins suggested the banners be hung by the intersection lights as that would cover all entry points, it will be seen at the lights, banners should include the most current event, followed by the next events, tied to seasonal events. Mayor Tompkins suggested discussing banners with the organizations that approach MEDC for funding.

It was agreed to require the Town marketing slogan, some time reference to the event, the name of the event and artwork on any new banners.

**v. Soccer Tournament**

Administrative Assistant Bourke advised there has been no response to the article in the Town Crier requesting people who are interested in organizing the Natal Days Soccer Tournament 2014 to contact the Town Office. Discussion was held regarding the Active Living Coordinator being the point person to run the event. Councillor Mersereau suggested that the Natal Days Soccer Tournament should be on the job description for the Active Living Coordinator.

It was agreed to advertise in the spring for individuals interesting in organizing the 2014 Natal Days Soccer Tournament.

**vi. Edificimedia**

Jim McGinis provided an update of the promotional video, advising the sub-committee has been meeting once a week, the video will serve a lot of purposes, recommend the video be released in whole or in parts, Dr. Chris Cooper's Rediscovering Canada will release the video which will provide a lot of free publicity, the first episode will air 30 minutes on the Town of Annapolis Royal, it is completely separate from what the Town is doing as it has different footage. Councillor Mersereau inquired what the Town gets from the video. Jim McGinis noted MEDC can purchase copies of the cd to sell or give away. Councillor Mersereau inquired if the Town owns all the content. Jim McGinis indicated there are certain things that cannot be done with the video. The main theme is "Meet You In Annapolis Royal". Jim McGinis commented the finished product may be ready by the next meeting of the Marketing and Economic Development Committee.

**vii. Website Update**

Administrative Assistant Bourke advised meetings have been held with CAO St-Amour and Adele MacDonald regarding the recommendations as per the website audit; and some of the recommendations have been completed. It was noted CAO St-Amour could address this matter further at the next Council meeting. Administrative Assistant Bourke mentioned surveys may be a bit more difficult to institute.

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

Chair Paquette suggested the “Are You Planning An Event” questionnaire be distributed to people making presentations for funding. Councillor Mersereau suggested a minor content change by deleting the words coordinate and insert “assist with” which was agreed to.

It was agreed to advertise the “Are You Planning An Event” Questionnaire on the town website as a PDF, email to the community reminders list, and include in the October Town Crier as a one page insert on white paper.

**7. SUB-COMMITTEE REPORTS**

**i. Destination Marketing re: (lead: Paul Stackhouse)**

**ii. Economic Development re: (lead: Michael Tompkins)**

Mayor Tompkins advised there has been one tour of ARRA conducted and another one due at the end of month, the RFP is not done yet. With regards to the wharf development the floating extension is scheduled to be installed at the next low tide. Another residential building in Fortier Mills is under construction. Mayor Tompkins further noted he will try to meet with representatives of economic development during the trip to Royan, France. Councillor Mersereau advised it is Council’s intention to have representatives from AWEC attend the next Council meeting to discuss the renovations to the school.

**iii. Business Retention/Expansion & Community Development (lead: Peter Davies)**

**MOTION 3**

It was moved by Mayor Tompkins, seconded by Jim McGinis to recommend to Council to amend the Policy Establishing the Marketing and Economic Development Committee Item 5 to read “The Marketing and Economic Development Committee shall be composed of two Council Members, the Mayor as ex officio, 2 business representatives and 2 members at large.

**CARRIED.**

Subject to Council’s agreement with the amendment, it was agreed to advertise for members of the Marketing and Economic Development Committee in the Town Crier, on the Town website, and ask the Board of Trade to spread the word.

**MOTION 4**

It was moved by Mayor Tompkins, seconded by Councillor Mersereau to recommend to Council to accept the resignation of Peter Davies and Paul Stackhouse from the Marketing and Economic Development. **CARRIED.**

It was agreed that Chair Paquette will write a thank you letter to Paul Stackhouse for his time spent on the Committee; and Chair Paquette advised a letter has already been written to Peter Davies.

**8. NEW BUSINESS**

**i. Support to the Wharf Association**

**ii. Jason Ranger – Tour**

Discussion was held regarding the request from Jason Ranger and it was agreed to have the Administrative Assistant contact Jason Ranger and provide contacts for the Farmers Market, the three campgrounds in the area, the Visitor's Information Centre, Environment Canada website, and the Annapolis Royal Fire Department.

**iii. Signage Yarmouth**

Mayor Tompkins noted there is signage in Yarmouth advertising the ferry and suggested looking at the potential for advertising at both Yarmouth and Digby ferries, highway signage, funding may be available through Destination Marketing or South West Nova. Councillor Mersereau commented it would be valuable to have brochures in some of these places as having information circulated in various locations will be beneficial. Discussion was held regarding display rack brochures, the ferry terminals have racks to display brochures, should encourage attractions to promote by way of brochures at the Ferry terminals, there is a provincial department that distributes rack cards/brochures, organizations are responsible to produce the brochures. It was noted the Explorer is at the entry ports/points.

It was agreed that during the luncheon with the B&B representatives to bring up the item of brochure distribution.

**iv. Doers and Dreamers**

Mayor Tompkins advised that Bill Monk approached Town Council regarding a funding request to advertise in the Doers and Dreamers magazine. Due to the rather short deadline, the Committee of the Whole agreed to recommend to Town Council the approval of \$1,000; noting normally this request would be processed through MEDC. Forty-one local businesses have committed to take the \$100 advertisements, where to eat, where to stay, what to do.

**v. Resignations**

Discussion was held regarding the two resignations from the Marketing and Economic Development Board and it was noted the term ends in December. Discussion was held regarding advertising for members, to include surrounding area, and terms of reference for committee members.

**9. CORRESPONDENCE FOR INFORMATION:**

**i. Letter of Resignation – Peter Davies**

**10. ADJOURNMENT:**

**MOTION 5**

It was moved by Jim McGinis, seconded by Mayor Tompkins to adjourn the meeting at 8:18 pm.  
**CARRIED.**