

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
September 29, 2014**

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

**Regrets:** Suzan Hebditch

**1. CALL TO ORDER:** Mayor Tompkins called the meeting to order at 6:10 pm.

**2. APPROVAL OF AGENDA  
MOTION #MEDC-2014-SEPT-29-1**

It was moved by Councillor Mersereau, seconded by Holly Sanford to approve the agenda as presented. **CARRIED.**

**3. BUSINESS ARISING**

**i. Logo Redesign**

Mayor Tompkins started the process by going through each of the submissions that were sent out in the packages. The Committee reviewed all eight black and white logos, noting what they liked and disliked on each design. The Committee generally agreed on design 3. The Committee then reviewed the new coloured logos that were distributed at the meeting. After the Committee discussing the elements of the logos they liked the Committee called Troy Woodland. Troy joined the conversation by way of a conference call. Some of the changes and additions to the logo redesign that were discussed were the following:

- Including circa 1605, and Nova Scotia in the logo
- Adding a water element
- Using Title case ( Upper and Lower case) in all wording
- Liked the font in logo 6, clear script font
- Adjust the swoop to be more defined
- Keep a space for the tag line
- Try reducing the details on the fort

Troy is going to take all the suggestions and design more samples for the Committee to review at the next MEDC meeting.

**11. ADJOURNMENT  
MOTION #MEDC-2014-SEPT-29-2**

It was moved by Councillor Paquette to adjourn the meeting at 7:45 pm. **CARRIED.**

**12. Next Meeting: October 14, 2014**

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell