Marketing and Economic Development Committee (MEDC)
Approved Minutes
September 8, 2015

Present: Chair Mayor Michael Tompkins, Vice-Chair Addie MacDonald, Councillor Byron Mersereau, Councillor Paul Paquette, Bill Monk, Helen Abel, CAO Greg Barr and Recording Secretary Sandi Millett-Campbell.

Regrets: Holly Sanford

1.   **CALL TO ORDER:** Chair Tompkins called the meeting to order at 6:05 pm.

2.   **APPROVAL OF AGENDA**

        MOTION #MEDC-2015-SEPT-8-1

        It was moved by Bill Monk, seconded by Helen Abel to approve the agenda as presented.
        CARRIED.

3.   **APPROVAL OF THE MINUTES – July 14, 2015**
                MOTION #MEDC-2015-SEPT-8-2
        It was moved by Councillor Mersereau, seconded by Councillor Paquette to approve the minutes of July 14, 2015 as presented. **CARRIED.**

4.   **PUBLIC INPUT –** None

5.   **PRESENTATIONS – None**

6.   **BUSINESS ARISING**
        i.   **ARRA[1]**
        Councillor Mersereau reported that there is no further update from the last meeting, as the committee has not met. CAO Barr reported that there are three proposals that the Town is considering and the investors have asked Council not share the details with the public. All three of the proposals are active and promising. Council is hoping to have something available for the public in October 2015.

        ii. **Waterfront Development Committee**
        Mayor Tompkins reported that there have been three separate meetings to discuss funding and moving forward with the waterfront concept. Mayor and staff met with the Heritage Canada to see what funding would be available for this project, but the Heritage Canada funding is mostly for programming and not infrastructure. Mayor Tompkins met with the Irving Oil representative to discuss options for the land on St George Street. Irving is not interested in selling any properties now, but will consider leasing the land to the Town on a month to month basis. Discussions will continue with Irving on the property around January 2016. Mayor and staff also met with Atlantic Canada Opportunities Agency (ACOA) and presented the plan for the waterfront development. ACOA will send out the information for funding opportunities for the project discussed at the meeting.

iii.   Natal Day Update
Addie MacDonald reported that the Committee has not had the wrap up meeting and would like to confirm dates with Councillor Mersereau and Mayor Tompkins to attend this meeting. Councillor Mersereau is waiting to hear from Angela Amero and Kathy Dudka on a couple of funding questions, and will be ready to report on the financials at the meeting. Dates were discussed and will be confirmed by email of the next meeting by the end of September.

iv.   Logo Launch
A discussion was held on what the logo launch should look like with a public announcement, press release and cake cutting ceremony. It was decided to hold the event with the Tree Lighting Ceremony this November 2015 at the Farmers' Market. Community Development Coordinator Millett-Campbell will get quotes on items to give away to the public in promoting the new logo.

v.   Fall Luncheon
The Committee reviewed the schedule from the Annapolis Board of Trade. The agenda and presentations looks great. The Mayor and/or staff should report on the Committees accomplishments since the spring luncheon, and the Town could update the attendees on an overview of the Towns projects.

vi.   Directional Signage
The Committee reviewed the directional signage in the agenda package. Community Development Coordinator will send out copies of the Wayfinding report from 1998 to the members for their review. The Committee will review the document and send any comments on the plan for October's agenda.

7.   NEW BUSINESS
i.   Logo Usage Policy
The Committee reviewed the first draft of the new policy. Addie MacDonald suggested that CDC Millett-Campbell review the Alberta governments' policy. Councillor Mersereau has a few suggestions that he will email to CDC Millett-Campbell.

MOTION #MEDC-2015-SEPT-8-3

It was moved by Addie MacDonald, seconded by Bill Monk to extend the meeting by a half hour. **CARRIED.**

ii.   International Town Crier Competition
The Committee reviewed the letter of request from Gary Long, 2017 International Town Crier Competition Coordinator. The Committee agrees it is a good event and would like to see where and how the event will take place. CDC Millett-Campbell will send out a letter of support and request more information as it comes available.

iii.   Fibre Optic Internet
CAO Barr report on how the Town of Windsor used Valley Cable for their fibre optic internet. Many other rural areas are looking at other options than working with Bell Aliant or East Link. CAO Barr will pursue further details and the plans for proceeding in this direction.

       iv.   **AVIVA Community Fund**
       The AVIVA Community fund 2015 application will be forwarded on to the Annapolis Board of Trade and through the Town Hall email list.

       v.   **Mandate Review**
       Mayor Tompkins suggested that the Committee schedule a special meeting to discuss the MEDC mandate. The Committee can think about the direction the Committee is going, what the Committee has accomplished, and what we should be and not be doing. The meeting was set for September 29th 2015 at 6pm. CDC Millett-Campbell will send out a reminder for the meeting.

8.   **WORKPLAN**
       The workplan will be reviewed once the mandate has been discussed.

9.   **TWINNING COMMITTEE MINUTES**
       Mayor Tompkins updated the Committee on the Royan visit. Everyone had a wonderful time and enjoy our generous hospitality. Some of the members from Royan visited the Kentville campus of the Nova Scotia Community College where they wanted to pursue a twinning opportunity with the College. The reception at the Queen Anne Inn went well and our guest were served a traditional Acadian meal. The Royan group is very keen on stepping up our program with them.

10.   **CORRESPONDENCE FOR INFORMATION**
       None

11.   **ADJOURNMENT**
       MOTION #MEDC-2015-SEPT-8-4
       It was moved by Addie MacDonald, seconded by Councillor Mersereau to adjourn the meeting at 8:35 pm. **CARRIED.**

       Next Meeting: October 13, 2015

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Chair Mayor Michael Tompkins   Recording Secretary Millett-Campbell

[1] Annapolis Royal Regional Academy