

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
September 9, 2014**

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

Regrets: Holly Sanford

1. CALL TO ORDER: Mayor Tompkins called the meeting to order at 6:06 pm.

2. ADDITIONS TO AGENDA

- i. New Business v) 250th Anniversary of the construction of the Northhills Museum

3. APPROVAL OF AGENDA

MOTION #MEDC-2014-SEPT-9-1

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

4. APPROVAL OF THE MINUTES – July 8, 2014

MOTION #MEDC-2014-SEPT-9-2

It was moved by Councillor Mersereau, seconded by Bill Monk to approve the minutes of July 8, 2014 as presented. **CARRIED.**

5. PUBLIC INPUT - None

6. PRESENTATIONS - None

7. BUSINESS ARISING

i. **ARRAⁱ**

Councillor Mersereau updated the Committee on the progress of the sub-committee. Mr Monk had passed on a name for a prospective investor. A package has been couriered to the interested party and Councillor Mersereau is going to follow-up with them at the end of the week. The sub-committee discussed going out to get expressions of interest instead of the request for proposals. The sub-committee is working on a short term maintenance plan. Harry Jost did some preliminary work on the cost of demolition of the building with an estimate of 1.5 million dollars, but this is not the option that the Town is looking towards. Councillor Mersereau reported that there is a strong interest in the new mugs and would like staff to order another dozen for the purpose of giving to people interested in the repurposing of ARRA.

ii. **Conference Local Prosperity: New Economics for Rural Canada**

Mayor Tompkins reported that Councillor Heming made a presentation to Committee of the Whole on September 3rd. The conference committee has 14 speakers booked for the conference in early spring. The decision was made to hold the conference in the shoulder season and the committee is looking for a commitment from the B & B's, restaurants, and retail stores in town to

be open in early April. The conference committee is expecting about 300 participants over the four days. The committee should have a solid number of attendance by January.

The primary venue for the conference will be ARRA with some events at the Annapolis Basin Conference Centre. The presentations and workshops will be held at ARRA. Councillor Mersereau encourages all committee members to go the website (<http://www.localprosperity.ca/>) for an overview of the event. The concept of the conference is the whole Town is the conference centre not just one building. The organizers of the event is hoping this will be an annual event for the next three years. Councillor Heming is requesting a funding commitment from Town Council in a donation and in-kind services.

iii. **Natal Day Weekend Wrap Up**

Addie MacDonald reported that a Natal Day wrap up meeting was held in August, and it was a good meeting. The group discussed the events and some suggestions for next year. Addie MacDonald is working with Angela Amero to finalize finances and get the final numbers on the weekend. Addie MacDonald is going to call a stakeholder meeting for all groups to get together and discuss plans for the 2015 celebrations and ideas on moving forward towards receiving funding. The group also talked about utilizing a non for profit group to funnel all the expenses through. This item is on the Board of Trade's meeting this month. The First Friday events helped kick off Natal Days with a bang. The weekend was a huge success with the First Friday and Arts Unleashed shouldering the weekend. Now we need to take the event to the next level and apply for Federal funding.

iv. **Royan Intern & Exchange Program**

PHMC Millett-Campbell contacted Sally O'Grady for an update on the sub-committee, but unfortunately did not hear back in time for this meeting. PHMC Millett-Campbell will invite them to the October meeting to make a presentation and update the Committee on the past season of events. Committee member Phil Roberts sent an email to the CAO in regards to visitors from Royan in town this month, and would like the Town to make contact with Val and Alan Craven. The Committee decided to send a welcome letter from the mayor and two tickets for one of Alan Melanson tours for them to enjoy as a gift from the Town.

v. **Road to 2017**

CAO Ferguson hosted a Road to 2017 meeting at Town Hall on September 8th with Honorable Greg Kerr, and Minister Moore in attendance. The group of CAO's and members of Board of Trades from Claire to Bridgetown updated the Minister on our intent on working together on the upcoming celebrations in 2017. PHMC Millett-Campbell and CAO St-Amour will contact CAO Ferguson to see what the next steps and the mandate will be for this project.

vi. **Logo Redesign and RFP Update**

CAO St-Amour reported that six proposals were received for the logo redesign all coming in at the maximum bid of \$1200.00. Troy Woodland has been awarded the logo redesign. The proposal includes three designs with two rounds of revisions, and a completion date of September 30, 2014. The final samples will be sent out to MEDC for a recommendation to go to Council in October.

8. NEW BUSINESS

ii. **MEDC Luncheon date with CEED Attending**

The Committee will hold the next MEDC luncheon on October 9th from 11-2 pm at the Annapolis Royal Fire Hall. Mayor Tompkins would like to include Centre for Entrepreneurship Education

and Development (CEED), Peopleworx, the Christmas group, the Halloween group, VIC (Jack Slaytor) and the ARRA Conference group to make short 5 minute presentations.

iii. **Christmas Promotion Meeting**

Heather LeBlanc has booked the Council Chambers for a Christmas marketing meeting on September 25th from 5-7pm. The Artfelt committee has invited members of the Annapolis Board of Trade, the three Christmas market groups, Annapolis Heritage Society, King's Theatre, and Annapolis Region Community Arts Council to work together on a joint marketing plan. The Artfelt Christmas committee has decided the tree lighting ceremony will take place on November 28th 2014. The group would like to know if the Town is having the bus again this year and the details with the bus service. All members of MEDC are welcome to attend the meeting.

iv. **Touring Map**

Mayor Tompkins liked the idea of the Nova Scotia touring map for the Wharf Rat Rally, but at this time we will not take part in the advertising for next year. The committee should work on getting a group or attraction to work on sponsoring an event in the Town during the Wharf Rat Celebrations.

v. **Route 8 Signage**

PHMC Millett-Campbell asked everyone to think of their ideas for the route 8 signage for the next month's meeting.

vi. **250th Anniversary of the construction of the Northhills Museum**

Councillor Paquette reported that Honourable Tony Ince, Minister of Communities, Culture and Heritage attend the ceremony at Northhills. With the attendance of the Honourable Ince, came CBC and a great article in the Herald, lots of good publicity. Minister Ince mentioned that he would like to be invited back to the Town to visit the Town, Fort Anne, O'Dell and Sinclair Museums.

9. **MARKETING COORDINATOR UPDATE**

PHMC Millett-Campbell read her report. For the last couple of months Millett-Campbell has worked on the First Impressions grant, organized the first outdoor movie for the September First Friday event, attended Road to 2017 meetings, is working with Ryan Scranton on repairing and installing the damaged French Basin Trail signs along the trail, collected and entered tourist surveys. PHMC Millett-Campbell also notified the Committee that the application for the electric charging station with Nova Scotia Moves will not be moving forward. Nova Scotia Moves has decided not to fund any applications for EV charging stations and installations this year.

10. **CORRESPONDENCE FOR INFORMATION**

- i. Yuletide Advertisement for information only.
- ii. Tools for Life Advertisement for information only.

11. **ADJOURNMENT**

MOTION #MEDC-2014-SEPT-9-3

It was moved by Bill Monk, seconded by Suzan Hebditch to adjourn the meeting at 8:17 pm.

CARRIED.

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

Chair Mayor Michael Tompkins

Recording Secretary Millett-Campbell

