

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
November 14, 2016**

Present: Councillor Holly Sanford, Councillor Owen Elliot, Amy Matthews, Alan Melanson, Mayor William MacDonald, CAO¹ Greg Barr and Recording Secretary Sandi Millett-Campbell.

Regrets: Bill Monk

1. CALL TO ORDER: CAO Barr called the meeting to order at 6:00 pm.

2. APPROVAL OF AGENDA

MOTION #MEDC-2016-NOV-14-1

It was moved by Alan Melanson, seconded by Councillor Elliot to approve the agenda as presented. **CARRIED.**

3. APPROVAL OF THE MINUTES – September 13, 2016

MOTION #MEDC-2016-NOV-14-2

It was moved by Alan Melanson, seconded by Amy Matthews to approve the minutes of September 13, 2016 as presented. **CARRIED.**

4. NOMINATION – CHAIR AND VICE-CHAIR

Councillor Sanford and Alan Melanson nominated Councillor Elliot as vice-chair. Councillor Elliot accepted the nomination. Councillor Elliot was appointed by acclamation. There was no nomination for the chair position at this time. The appointment of the chair will be carried forward to the December agenda.

5. PUBLIC INPUT - None

6. PRESENTATIONS

i. Niki Clark – Fundy Boat Works

Niki Clark presented the Committee with a Power Point presentation on the Fundy Boat Works project and funding application that was submitted to the Provincial 150 Forward Fund. Ms Clark outlined the project details, partnerships of the program, and long term goals for the project. Funding should be announced shortly for the program and if the project is approved they will submit an application to support the funding through the Town's Grant and Donations Policy.

6. BUSINESS ARISING

i. **Workplan - Population and Land Development**

CAO Barr updated the Committee on the Strategic Plan process to date and the background on the Committee's work to date on Business Retention and Expansion (BRE) and Destination Marketing. The three goals for BRE are 5% increase in non-residential tax base over 5 years; 1 new net business per year and 8 new positions over 5 years. The Destination Marketing three goals are 25% increase in visitors over 5 years; 4 new shoulder season events over 5 years; and one advertising medium per year with 250 new (net) likes per year. The Committee is continuing

¹ Chief Administrative Officer

to work on the strategic plan on Population and Land Development. The Committee discussed the ideas around the Population category coming up with the following goals: increase in population by 8% over 5 years; reduce the median age by 5% over 5 years and increase 1 household per year for 5 years. Next meeting Committee members will bring their ideas for goals for Land Development.

ii. Website Redesign

CAO Barr updated the Committee on the soft launch expecting to roll out the first week in December. Staff is current working on the organization and cleanup of the current data and expect to require 2-3 more days of uninterrupted time to finish.

iii. Natal Day / Easter Events for 2017

Councillor Sanford updated the Committee on the Natal Day events planned to date. Committee has recruited a few new members and looking forward to next year's events. The next meeting is on November 23rd hoping to receive a report from the Princess Committee on their expectations for next year. The Committee discussed the Easter event and the need for an organizer this year. No response was received from the notice in the Town Crier. A list of volunteer names was circulated and Councillor Sanford will contact a couple of them to see if they would be interested in organizing this great event for 2017.

iv. Highway 101 Update

Amy Matthews updated the Committee on the highway sign. The Request for Interest (REI) went out on November 3, 2016 by Facebook, Town's website and the Government Tender Site. CAO Barr has received some inquiries on the REI and the closing date is November 30, 2016. The sub-committee will meet and bring MEDC a proposal at the next meeting for discussion and recommendation to Council.

v. Twinning Mandate

CAO Barr updated the new members on the Twinning Mandate.

MOTION #MEDC-2016-NOV-14-3

It was moved by Alan Melanson, seconded by Councillor Sanford to recommend to Council to approve the Memorandum of Association with Annapolis Royal and the Royan Twinning Committee. **Motion Carried.**

vi. REN Discussion

CAO Barr updated the new members on the two presentations from the Western Valley REN² and the Valley REN at the September MEDC meeting. Joining a REN is not mandatory and the County of Annapolis and the Town decided not to join when approached a couple of years ago. Mayor MacDonald discussed that representatives from various REN's and a provincial representative attended the New Council Orientation and expressed a different viewpoint than was presented to us in September. The Committee discussed the options that we have and has decided to look into more details on a REN. The Town of Middleton has invited Annapolis Royal Town Council and the County of Annapolis to attend a meeting in January. CAO Barr will contact the Town of Middleton's CAO and see if it is possible for the Provincial Representative,

² Regional Enterprise Network

Brenda MacDougall to also attend the meeting and inquire if our Committee members are welcome to attend the meeting.

7. NEW BUSINESS

i. 2017 Potential Events

Mayor MacDonald updated the Committee on the Legacy 2017 project and the funding was not approved for the vignettes project. Mayor MacDonald has contacted the Legacy group to see if they could meet and discuss a plan B. Community Development Coordinator (CDC) Millett-Campbell updated the Committee on the possibilities of events starting at the New Year's Day's Levee and going throughout the year celebrating the 150th Anniversary of Confederation. Plans are underway for the Canada Day events including the amphitheatre opening and plays throughout the year; co-sponsoring a citizenship ceremony on July 7th with Parks Canada, Natal Day events including the theme, and then the Tall Ships hopefully planning a sail past on August 17th. Homework is for the Committee to think of possible events for our 2017.

ii. Tall Ships 2017

CDC Millett-Campbell update the Committee on the information in the package on the Tall ships doing a sail past on August 17, 2017. The package included a PowerPoint presentation from the organizing committee. The next meeting is scheduled November 30th and Mayor MacDonald, CAO Barr and CDC Millett-Campbell will attend the meeting. The organizing committee is working on the details of the sail past, tide times, and logistic of the day's events. Included in the package is a sample schedule of events and ideas listed around the event that was submitted by Ron Wesman.

iii. MEDC Mandate Review

Mayor MacDonald requested the current MEDC mandate be reviewed and would like to see the mandate include marketing of the Town. The Committee discussed the current mandate and what changes they would like to see. Mayor MacDonald will send a draft mandate to be discussed at the next meeting in December.

iv. Electronic Car Charging Station

CAO Barr updated the Committee on the opportunity of receiving car charging stations in Annapolis Royal. The Town has applied to a different company for funding opportunities to install a unit but has not been successful. This opportunity is from a different company and looking to install a charging station in Town.

MOTION #MEDC-2016-NOV-14-4

It was moved by Alan Melanson, seconded by Amy Matthews to recommend to Council to approach the Company to install two car charging stations in Town. **Motion Carried.**

v. Committee Appointments

CDC Millett-Campbell asked the Committee members if they would like to consider staying on the MEDC for another year term. Alan Melanson would not like to reoffer for another year. Amy Matthews has agreed to stay on for another term. CDC Millett-Campbell will contact Bill Monk to see where he stands on the Committee. The Committee also needs a Council Representative to sit on the Twinning Committee. Vice-Chair Elliot has agreed to be the Council representative on the Twinning Committee.

8. TWINNING COMMITTEE

The Committee received the minutes for information only.

9. CORRESPONDENCE FOR INFORMATION

- i.** Twinning Committee – Grants & Donations Final Report
For information only.
- ii.** Byron Mersereau Suggestions
For information only.

10. ADJOURNMENT

MOTION #MEDC-2016-NOV-14-5

It was moved by Councillor Sanford to adjourn the meeting at 9:05 pm. **CARRIED.**

Next Meetings: December 13, 2016

Vice-Chair Elliot

Recording Secretary Millett-Campbell