

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
September 13, 2016**

Present: Chair Mayor Michael Tompkins (arrived at 6:20 pm), Vice-Chair Paul Paquette, Holly Sanford, Amy Matthews, Bill Monk, CAO¹ Greg Barr and Recording Secretary Sandi Millett-Campbell. Also present members of the public.

Regrets: Alan Melanson and Councillor Mersereau

1. CALL TO ORDER: Vice-Chair Paquette called the meeting to order at 6:05 pm.

2. APPROVAL OF AGENDA

MOTION #MEDC-2016-SEPT-13-1

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

3. APPROVAL OF THE MINUTES – July 12, 2016

MOTION #MEDC-2016-SEPT-13-2

It was moved by Holly Sanford, seconded by Amy Matthews to approve the minutes of July 12, 2016 as presented. **CARRIED.**

4. PUBLIC INPUT - None

5. PRESENTATIONS

i. Valley REN² – Kelly Ells

Kelly Ells, Chief Executive Officer for the Valley Regional Enterprise Network presented the Committee a brief history on the start-up for the Valley REN. Ms. Ells presented the Committee with a PowerPoint presentation on the work they have done to date and what they are currently working on. The Committee and members of the public asked questions regarding the presentation.

ii. Western REN – Angélique LeBlanc

Angelique LeBlanc, Chief Executive Officer for the Western Regional Enterprise Network presented the Committee a brief history on the Western REN. Ms. LeBlanc reviewed her presentation to the Committee and handed out the 2016-2017 Business Plan. Ms. LeBlanc reviewed the direction of the REN and their concept of inform, connect and accelerate. The Committee and members of the public asked questions regarding the presentation.

¹ Chief Administrative Officer

² Regional Enterprise Network

6. BUSINESS ARISING

i. REN Discussion

Mayor Tompkins asked the Committee their thoughts on the two REN's. Discussion ensued on the differences and similarities with the Valley and Western REN's including the links with tourism, culture and heritage, information technology, communication and research, and Nova Scotia Business Inc. The Committee agreed that they need more information on the cost and process of joining one of the REN's and if the benefits of joining a REN would be beneficial for the Town of Annapolis Royal.

ii. Workplan – Population and Land Development

Due to time restrictions the discussion was tabled to the next meeting in October.

iii. Website Redesign Update

CAO Barr showed the Committee the new layout for the website on the laptop and mobile device. The update is on schedule with staff working on the content to be revised for the new site.

iv. Natal Day Update

Holly Sanford updated the Committee on wrap up meeting held in August. The Committee is working on updating the financial records and starting to work on the festivities for 2017. The next meeting is October 12, 2016.

Mayor Tompkins would like to see the Natal Day and Easter events on the MEDC³ agenda for further discussion on the organization for the 2017 celebration year.

v. Highway 101 Update

Amy Matthews updated the Committee on the one meeting that they had to discuss the design and location of the highway 101 signs. The subcommittee has been in discussion with Brian Storrie from the Department of Highways and Steve Slip a designer that has worked on highway signs before. The costs to move the sign is approximately \$11K and the design approximately between \$3K - \$5K. The Committee decided to give the subcommittee permission to proceed with getting three quotes on the design work of the signs and report the findings to the Committee.

7. NEW BUSINESS

i. Fall Luncheon – October 25 2016

Community Development Coordinator Millett-Campbell updated the Committee on the date and agenda for the upcoming fall luncheon. The Annapolis Board of Trade has submitted the suggest date and schedule for the event. The location has been discussed to move to St. Luke's Church but the Town would like to see it continued at The Academy either in the old cafeteria or the music room.

ii. Ghost Town

Trish Fry asked the Committee what direction they see Ghost Town going in the future. This year the events will be a little different this year and will not have a passport just events with Annapolis Heritage Society, Historical Association of Annapolis Royal and the Historic Gardens. It is a good shoulder season event and it would be a good idea to get the whole community involved by decorating the Town and have stores involved by instore specials and being open for

³ Marketing & Economic Development Committee

the event. Trish Fry is requesting advertising funds for community promotion and human resources. Mayor Tompkins would like to see the shoulder season promoted and debrief after this year's event is over and see the direction of the continuation of the event.

MOTION #MEDC-2016-SEPT-13-3

It was moved by Councillor Mersereau, seconded by Amy Matthews to approve that \$250 be taken from the marketing advertising budget to support the Ghost Town promotions for this fiscal year. **CARRIED.**

8. TWINNING COMMITTEE

The Committee received the minutes for information only.

9. CORRESPONDENCE FOR INFORMATION

i. Society of Fibre Artists of the Annapolis River
For information only.

ii. Grant Potter Park
For information only.

10. ADJOURNMENT

MOTION #MEDC-2016-SEPT-13-4

It was moved by Holly Sanford to adjourn the meeting at 9:25 pm. **CARRIED.**

Next Meetings: October 11, 2016

Mayor Michael Tompkins

Recording Secretary Millett-Campbell