

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
July 12, 2016 at 6:00 pm**

In Attendance: Councillor Paul Paquette as acting Chair, Alan Melanson, Councillor Byron Mersereau, Holly Sanford, Amy Matthews
Administration: CAO Greg Barr and Recording Secretary Amy MacManus

Regrets: Chair Mayor Michael Tompkins, Bill Monk

1. CALL TO ORDER: Acting Chair Councillor Paquette called the meeting to order at 6:03pm.

2. APPROVAL OF AGENDA:

MOTION #MEDC2016-07-12-01

It was moved by Councillor Mersereau, seconded by Alan Melanson to approve the agenda as presented.
Motion carried.

3. APPROVAL OF THE MINUTES – June 14, 2016

MOTION #MEDC2016-07-12-02

It was moved by Holly Sanford, seconded by Amy Matthews to approve the minutes with the following amendments:

- Under Section 6, Business Arising –Workplan: change the working in the second sentence to “The committee members identified outcomes that would support the goals for each topic”.
- Under Section 7, New Business – pg. 3: The word “Council” be changed to “ Councillor” and the word “has” be changed to “asked” in the sentence “Council Paquette has for a motion to extend the meeting”.
- Under Section 7, New Business – Bill 177: Add to the text “Barr explained that the concept to help municipalities to institute a by-law that allows certain assessment increases to be phased in over a maximum of 10 years”.

Motion carried.

4. PUBLIC INPUT: N/A

5. PRESENTATION – AIRO – Jane Nicholson 6:10 pm

Mrs. Nicholson presented a draft proposal by AIRO that would create a partnership with the Town of Annapolis Royal to offer main street building owners an opportunity to fix up their properties in preparation for Canada 150. AIRO is proposing donating \$25,000 which would be matched by the Town. The property owner would need to contribute 50 percent of the funds. As this is time sensitive, the initiative would need to develop quickly, with a suggested application deadline of August 31st.

MOTION #MEDC2016-07-12-03

It was moved by Councillor Mersereau, seconded by Alan Melanson that we advance it to council with a recommendation that we investigate sources of funding for the \$25,000 matching funds from the Town.
Motion carried.

6. BUSINESS ARISING

- i. Work Plan – Population & Land Development

CAO Barr summarized the last discussion pertaining to the work plan. He requested that each committee member create 3-5 goals for the next meeting with measurables. Chair Paquette requested that a reminder be sent to committee members in August and early September.

ii. Website Redesign

The Committee discussed the options submitted by Mumford Connect for the Town's website re-design. It was decided to go with Option 1 with the following additional features:

- Under News have a scrollable box with the past news headlines
- One Featured Item
- Facebook, Twitter, and Instagram Icons
- Events Calendar: have a multi-layer filter for calendar events (able to uncheck Rec, Town Hall, Pleasure to choose which calendar to see)
- Images that scroll

iii. Natal Day Update

Holly Sanford updated the Committee on Natal Day events. Relayed that at the moment there is not a third person listed for signing authority at the bank. She suggested a Town Hall staff member; it will be CAO Barr. The other two will be the Chair, Holly Sanford, and a committee member.

7. NEW BUSINESS

i. Vice-Chair nominations

The Committee made Councillor Paul Paquette MEDC Vice-Chair.

ii. Highway 101 Sign – Establishment of a Sub-committee

It was decided that instead of forming a sub-committee to oversee updating the Hwy 101 signage, a task force will be created. Participants will include Amy Matthews, Alan Melanson, Holly Sanford, and Jane Nicholson.

iii. Cittaslow - <http://www.cittaslow.org/section/association/how-to-become>

The Committee discussed the pros and cons of joining the initiative. The Committee decided not to join.

iv. 2018 International Conference

The Committee discussed the questions posed by the MSVU professor who is looking to organize an international conference in Annapolis Royal to take place in 2018. The Committee suggested King's Theatre, the Legion, the Fire Hall, and ARRA as venues. They also suggested reaching out the B&Bs in the peripheral area and ask if the owners would be willing to provide transportation to town if conference attendees were staying in at their location. It was suggested that Town Hall could act as a local resource the conference organizer.

8. TWINNING COMMITTEE MINUTES – None

Vice-Chair Paquette relayed that a Royan student who did an internship in Annapolis Royal two years ago is currently in town visiting as she decided to complete a college heritage program as a result of her internship.

9. CORRESPONDENCE FOR INFORMATION: N/A

10. ADJOURNMENT

It was moved by Alan Melanson to adjourn the meeting at 7:50pm.

11. Next Meeting:

MEDC Meeting Sept 13, 2016 at 6:00 pm

Councillor Paquette

Recording Amy MacManus