

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

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

Regrets: Bill Monk and Alan Melanson

1. CALL TO ORDER: Vice-Chair Elliot called the meeting to order at 6:03 pm.

2. APPROVAL OF AGENDA

MOTION #MEDC-2016-DEC-13-1

It was moved by Amy Barr, seconded by Councillor Sanford to approve the agenda with item 7. iv) tabled until the January meeting. **MOTION CARRIED.**

3. APPROVAL OF THE MINUTES – November 14, 2016

MOTION #MEDC-2016-DEC-13-2

It was moved by Councillor Sanford, seconded by Amy Barr to approve the minutes of November 14, 2016 as presented. **CARRIED.**

4. NOMINATION – CHAIR

Councillor Sanford and Amy Barr nominated Councillor Elliot as chair. Councillor Elliot accepted the nomination. Councillor Elliot was appointed Chair by acclamation.

Councillor Sanford and Mayor MacDonald nominated Amy Barr as Vice-Chair. Amy Barr accepted the nomination. Amy Barr was appointed by acclamation.

5. PUBLIC INPUT - None

6. PRESENTATIONS - None

7. BUSINESS ARISING

i. Workplan - Population and Land Development

CAO Barr updated the Committee on the Strategic Planning for Land Development. The Committee discussed the lack of commercial development, the limitations by geography, use of vacant buildings, the service gaps in Town, industrial park in or outside of Town limits, and idea of strip malls or strip villages. CAO Barr will do some research on the Nova Scotia ratio on commercial square footage in comparison to the residential square footage. Our goal would potentially be to achieve the Nova Scotia average ratio on commercial development and with 15% increase over 5 years. Final goals to be based on statistics obtained.

CAO Barr will review the whole strategy process with the new members in January outlining the four categories, Business Retention and Expansion, Destination Marketing, Population and Land Development. The Committee discussed the option of breaking out into sub-committees to work on the four categories, the goals, and the strategies.

¹ Chief Administrative Officer

ii. Website Redesign

CAO Barr updated the Committee on the status of the website redesign with staff working to have completion by the third week in December. The soft launch of the new design in January 2017.

iii. Highway 101 Recommendation

Amy Barr reported on behalf of the sub-committee on the nine submissions for the Community Identity signage. The sub-committee reviewed the submissions with the priorities of working with local company, price, experience with highway signage and the group agreed on Steven Slipp Design as the best submission. The Committee discussed how the subcommittee arrived at the recommendation.

MOTION #MEDC-2016-DEC-13-3

It was moved by Councillor Sanford, seconded by Amy Barr to recommend to Council to accept the request for interest from Steven Slipp Design in the amount of \$4250.00 to design the highway 101 Community Identity Signage. **MOTION CARRIED.**

iv. MEDC Mandate Proposed Changes

This item was tabled until the January meeting.

v. REN Meeting in Middleton

CAO Barr reminded the Committee on the meeting in Middleton on Tuesday January 3, 2017 at 7pm. Everyone is welcome to attend and CAO Barr will extend the invitation to the new MEDC members.

vi. 2017 Potential Events

CAO Barr updated the Committee on the Canada 150 inter-municipal initiative that is in progress but to this point there is no community based event by the Town for the 150 celebrations. There are many events such as Natal Days, First Fridays, Canada Day and New Year's Day Levee that will happen and will have the 150 theme. The Committee discussed the annual events and decided to wait until the new members are appointed and have further discussions at the January meeting.

8. NEW BUSINESS

i. Donations & Grants Application

CDC² Millett-Campbell outlined the Donations and Grants application process and the deadline is January 31, 2017.

ii. Attractions Meeting Update

CDC Millett-Campbell updated the Committee on the meeting held last week with the local attractions, King's Theatre, Parks Canada, Annapolis Royal Historic Gardens, Annapolis Heritage Society, Clean Annapolis River Project and Annapolis Region Community Arts Council. The Attractions group would like to meet again on February 2, 2017 in Council Chambers at 2pm.

²² Community Development Coordinator

9. TWINNING COMMITTEE

The Committee received the minutes for information only.

10. CORRESPONDENCE FOR INFORMATION

- i. Marketing Words & Phrases to Avoid**
For information only.

11. ADJOURNMENT

MOTION #MEDC-2016-DEC-14-4

It was moved by Councillor Sanford to adjourn the meeting at 7:35 pm. **CARRIED.**

Next Meetings: January 10, 2017.

Vice-Chair Elliot

Recording Secretary Millett-Campbell