

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
January 10, 2017**

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

Regrets: None

1. **CALL TO ORDER:** Chair Elliot called the meeting to order at 6:00 pm.

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2017-JAN-10-1

It was moved by Councillor Sanford, seconded by Amy Barr to approve the agenda with the addition of Introductions. **MOTION CARRIED.**

3. **APPROVAL OF THE MINUTES – December 13, 2017**

MOTION #MEDC-2017-JAN-10-2

It was moved by Mayor MacDonald, seconded by Councillor Sanford to approve the minutes of December 13, 2017 as presented. **CARRIED.**

4. **INTRODUCTIONS**

Chair Elliot welcomed the new members and everyone introduced themselves.

5. **PUBLIC INPUT - None**

6. **PRESENTATIONS - None**

7. **BUSINESS ARISING**

i. Highway 101 Signage Consultation – Steven Slipp Design

Amy Barr introduced Steven Slipp and updated the Committee on the background work that the sub-committee has done to date on the highway signs. Steven Slipp is looking for ideas on a key message and design that the Committee would like to see in his design. 10 seconds is approximately the amount of time you have to get your message as the cars pass by the sign. The Committee discussed the key ideas of iconic sites of the Town as options for the new design. Steven Slipp will work on some draft designs to bring back to the Committee for the next MEDC meeting.

ii. REN - Discussion

Chair Elliot started the discussion on the REN presentations that the Committee attended in Middleton last week. The Committee had a lengthy discussion on the pros and cons of joining a REN and if the Committee would like to make a recommendation to Council on the direction to proceed. At this time the Committee is not committed to joining the REN but to look into other

¹ Chief Administrative Officer

options such as working with Nova Scotia Business Inc (NSBI) on our own and compiling all the data of our infrastructure and having it available to send out to the organizations. Mayor MacDonald will investigate if it is possible to work with NSBI and if there is a cost to join. The Committee would also like to have a conversation on Annapolis Valley Chamber of Commerce presentation at the next MEDC meeting.

iii. Website Redesign – Greg Barr

CAO Barr showed the new website and that it is ready for the soft launch this week.

iv. Workplan – Review and Status Update for New Committee Members

CAO Barr updated the Committee on the four categories for discussion, Business Retention and Expansion, Destination Marketing, Population and Land Development. CAO Barr gave the examples of the goals for each category. Next topic for discussion is Land Development and determining the specific strategies to achieve these goals and then action the strategies. Homework for the Committee to bring 3 or 4 goals for Land Development and ideas. CAO will email the Committee a summary of the current categories and goals that have been set to date.

v. Easter Day – Update

Councillor Sanford updated the Committee on the details and plans that would need to be done for the Easter Eggstravanga for 2017. Councillor Sanford has approached a couple of people that are willing to help organize the day's event but no one that will take it over. The Committee agreed that this is not a Town event but will work to support the event this year. The Committee agreed to pare down the events to only include the breakfast at the Legion, the egg hunt at Fort Anne, the Amazing Race, and the movie. Councillor Sanford will put together a budget for the event to submit for a funding request and see if the Annapolis Board of Trade will still have some connection with the event. Mayor MacDonald will contact Scotiabank to see if they would be interested in being a sponsor of the event.

vi. 2017 Potential Events

Tabled for next meeting due to time restraints.

8. NEW BUSINESS

i. Donations & Grants Application – Dates for Presentations

CDC² Millett-Campbell outlined the Donations and Grants application process and the deadline is January 31, 2017 and requested dates for the presentations. The Committee agreed to meet on February 21 and 22 for the budget presentations at 6pm.

ii. Town Crier Newsletter

Amy Barr would like to see the Town Crier Newsletter to be updated with a new look for summer 2017. Amy Barr would like to form a sub-committee to proceed with this project. Amy Barr agreed to chair the sub-committee to discuss the idea and getting quotes on the redesign in-house and or out sourcing the newsletter. Councillor Sanford, Benjamin Boysen and Diana Lewis agreed to sit on the sub-committee.

MOTION #MEDC-2017-JAN-10-3

It was moved by Amy Barr, seconded by Mayor MacDonald that a sub-committee be formed to evaluate the options to revamp the Town Crier Newsletter. **Motion Carried.**

²² Community Development Coordinator

iii. White Plains – Annapolis Royal

CAO Barr reviewed the correspondence with the Annapolis Heritage Society and White Plains on the opportunity to twin. The Committee discussed the advantages of twinning and if twinning is an economic driver for the Town. Mayor MacDonald has agreed to report back to Cheryl Anderson that the Town sent a letter to acknowledge that the Town had sent a letter to the Mayor at White Plains and the Town has not received a response to date.

iv. Royan Visit June 29th to July 8, 2017

Chair Elliot updated the Committee on the arrival of 9 delegates from Royan France for our Canada Day Celebrations in honour of the 150th anniversary. The Twinning Committee will submit an application for the Grants and Donations funding.

v. Digby Area Visitor Guide

CDC Millett-Campbell updated the Committee on the request to advertise in the new Digby Area Visitor Guide and if the Committee thinks we should purchase a spot in the Digby Visitor Guide. The Committee discussed the options and rates and decided to wait and see what the new guide looks like and its distribution before we commit to taking an ad.

vi. Revised Next Meeting Date

The next meeting will be on Tuesday, February 7, 2017.

9. TWINNING COMMITTEE - None

10. CORRESPONDENCE FOR INFORMATION

- i. 1000 Places to see – Annapolis Royal**

11. ADJOURNMENT

MOTION #MEDC-2017-JAN-10-5

It was moved by Mayor MacDonald to adjourn the meeting at 8:50 pm. **CARRIED.**

Next Meetings: February 7, 2017.

Vice-Chair Elliot

Recording Secretary Millett-Campbell