

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
February 7, 2017**

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

Regrets: Councillor Holly Sanford and Diana Lewis

1. **CALL TO ORDER:** Chair Elliot called the meeting to order at 5:55 pm.

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2017-FEB-07-1

It was moved by Mayor MacDonald, seconded by Ben Boysen to approve the agenda with the change to order of discussion of 6.2 and 6.4 to move to the end of New Business. **MOTION CARRIED.**

3. **APPROVAL OF THE MINUTES – January 10, 2017**

MOTION #MEDC-2017-FEB-07-2

It was moved by Mayor MacDonald, seconded by Ben Boysen to approve the minutes of January 10, 2017 as presented. **CARRIED.**

4. **PUBLIC INPUT** - None

5. **PRESENTATIONS** - None

6. **BUSINESS ARISING**

i. **Highway 101 Signage Consultation – Steven Slipp Design**

Steven Slipp showed his preliminary designs and explained his direction for a detailed design. The designs shown were in rough design and is looking for a recommendation on the one design the Committee agrees on. The Committee reviewed all seven designs and had discussion on the image, font text and possible design changes. Due to time restraints Steven Slipp handed out some sample taglines for the Committee members to review and send the ones they like or their own suggestions for him to include in the next design. The Committee chose a design and made some suggestion to incorporate in the draft.

Homework: Send your favorite taglines to all Committee members for review and CDC² Millett-Campbell will send them on to Steven before the next meeting on March 14th.

ii. **Workplan – Land Development**

CAO Barr reviewed the data on the commercial properties in Town and waiting for a report from PVSC³ on the commercial information for other similar Towns for a comparison. The Committee discussed Land Development on the expansion of commercial land and the first impression on the

¹ Chief Administrative Officer

² Community Development Coordinator

³ Property Valuation Services Corporation

gateways entering the Town. CAO Barr will send out the stats on the Commercial comparisons to all Committee member once received from PVSC.

Homework: Work on strategies for these two goals for the next meeting.

iii. Easter Eggstravaganza

CDC Millett-Campbell updated the Committee on the status of the Easter Eggstravaganza event to date. A presentation to Awesome Annapolis was presented last week but was not successful in getting funds. CDC Millett-Campbell voiced her concern of the organizing of the event has not started and the volunteers are few and with the reminder of time is it possible for the event to happen. The Committee decided to wait until Councillor Sanford is back and have the discussion at Council this month.

iv. 2017 Potential Events

Chair Elliot asked all members to give their ideas of possible events for discussion. The following ideas were put forth and discussed.

- Concert at Fort Anne
- Plays at new amphitheatre
- 2017 vignettes / mini dramas
- Bridal Fair
- Outdoor Theatre –possible amphitheatre – Classic films
- Street Dinner on St George Street – at the end of summer
- Community Pot Luck Dinner on St George Street
- Costume Re-enactors walking along boardwalk, downtown area / Festival
- Community Ball
- Fibre Art Festival
- Folk Festival
- Chili Festival
- Food / Wine Festival
- Austin to Annapolis
- Rededicate Town Hall to the soldiers and sailors in honour of anniversary of Vimy Ridge

The Committee discussed how the events could happen, outreach to the community to see if there is anyone interested in going with one of the ideas and look for someone to take charge of the event. The Committee will put together some ideas on a couple of the events with budget and promotion and the possibility of the Town hiring an events coordinator for the 150 anniversary year.

MOTION #MEDC-2017-FEB-07-3

It was moved by Mayor MacDonald, seconded by Samantha Myhre to recommend to Council to hire a Canada 150 Event Planner/Coordinator on a contract basis for this anniversary year.

Motion Carried.

v. Nova Scotia Business Inc. (NSBI)

Mayor MacDonald contacted Nova Scotia Business Inc to see if the Town could join on our own without being a member of a REN⁴. Mayor MacDonald was informed that the Town can deal directly with NSBI by supplying them with our asset data such as, zoning information, businesses, asset information, etc. Mayor MacDonald will contact NSBI and request more

⁴ Regional Enterprise Network

information on what format the information they would be looking for compiling. Mayor MacDonald will then relay the information to all Committee members.

Homework: All Committee members will send Chair Elliot the Committees thoughts of proceeding with NSBI and the Committee member's ideas of setting up a sub-committee to work on collecting the data.

Adhoc: CAO Barr would like to see MEDC finalize its recommendation to Council regarding the joining of a REN.

7. NEW BUSINESS

i. MEDC Mandate – Suggested Changes

Mayor MacDonald reviewed the current mandate and outlined and explained the suggested changes to the mandate. Mayor MacDonald would like to see the Town promote itself and not the volunteers and Community groups promoting themselves. By changing the mandate Mayor MacDonald would like to see the Town contract a person to market the Town showcasing the four seasons with all the events and therefore building the one image and message of the Town.

MOTION #MEDC-2017-FEB-07-4

It was moved by Samantha Myhre, seconded by Amy Barr to recommend to Council to accept the changes to the Marketing and Economic Development mandate. **Motion Withdrawn.**

MOTION #MEDC-2017-FEB-07-5

It was moved by Ben Boysen, seconded by Mayor MacDonald to recommend to Council to accept the approved changes to the Marketing and Economic Development mandate with the addition under 7 to include, and two residents of Annapolis Royal or surrounding area. **Motion Carried.**

ii. Roger Brooks Webinar

CAO Barr updated the Committee members that did not get a chance to view the webinar on the key points. The message was to focus on creating a clear message of the community, less about the trails, history and more about the experiences that you can have in the community. By selling the experiences then all other economic drivers fall into place as they stay and eat and shop in Town.

iii. Wedding Destination Page on Website

CAO Barr showed the Committee the Weddings Destination page. CAO Barr sees weddings as an economic driver for the Town and is requesting the Committees approval to promote a small social media campaign to promote the Town as a Wedding Destination.

MOTION #MEDC-2017-FEB-07-6

It was moved by Mayor MacDonald, seconded by Ben Boysen to recommend to Council to endorse CAO Barr's social media campaign to promote the Town as a Wedding Destination. **Motion Carried.**

iv. Donation & Grants Presentation Request and Additional Date Request

CAO Barr updated the Committee members on the process for the applications. The Committee reviewed staff suggestions on which presentations they would like to see. The Committee would like to add SOFAR and ARTfelt to the presentation list and remove CARP from the list of presentations needed. The Committee agreed to add an additional date for presentations on March 1, 2017 at 6 pm.

v. Royal Visit June 29 to July 8, 2017

Mayor MacDonald updated the Committee on the recent addition that the Deputy Mayor from Royan will now be coming with the group to visit Annapolis Royal.

8. TWINNING COMMITTEE - None

9. CORRESPONDENCE FOR INFORMATION

10. ADJOURNMENT

MOTION #MEDC-2017-FEB-07-7

It was moved by Samantha Myhre to adjourn the meeting at 9:35 pm. **CARRIED.**

Next Meetings: Budget – February 22, 2017

Budget – March 1, 2017

Medc – March 14, 2017

Chair Elliot

Recording Secretary Millett-Campbell