

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
March 14, 2017**

Present: Chair Councillor Owen Elliot, Vice-Chair Amy Barr, Mayor William MacDonald, Councillor Holly Sanford, Benjamin Boysen, CAO¹ Greg Barr and Recording Secretary Sandi Millett-Campbell. Steven Slipp and Jane Nicholson (by Skype) left the meeting at 6:30pm.

Regrets: Diana Lewis and Samantha Myhre

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

2. **APPROVAL OF AGENDA**

MOTION #MEDC-2017-MAR-14-1

It was moved by Mayor MacDonald, seconded by Ben Boysen to approve the agenda as presented. **MOTION CARRIED.**

3. **APPROVAL OF THE MINUTES – February 7, 2017**

The approval of the minutes was postponed due to the fact the unapproved minutes of February 7, 2017 were not included in the agenda package. Minutes will be reviewed next month.

4. **PUBLIC INPUT - None**

5. **PRESENTATIONS - None**

6. **BUSINESS ARISING**

i. Highway 101 Signage Consultation – Steven Slipp Design

Steven Slipp showed the revised designs and the different fonts used on the tagline and Annapolis Royal. The Committee agreed to the font for the tagline to be in upper and lower case and the use of the same font for Annapolis Royal as we currently use in our new logo. The Committee reviewed the two designs and agreed on the second design with a couple of revisions. The Committee would like to see the lighthouse taller and the church steeple more visible.

MOTION #MEDC-2017-MAR-14-2

It was moved by Councillor Sanford, seconded by Ben Boysen to recommend to Council to direct Steven Slipp to proceed with the second option with the logo type face with the upper and lower case tagline. **Motion Carried.**

ii. Budget Discussions

CAO Barr reviewed the budget process by this Committee as they review the applications received then recommend to staff and then Council reviews the whole budget for the final decision. The Committee discussed the process of the budget approval and how to change the process to provide MEDC some direction on what the budget would be for marketing, economic development, etc. Once the Committee receives a budget number then make the

¹ Chief Administrative Officer

recommendations on where the money is allocated. For this year the Committee reviewed each application and discussed the amounts to be recommended to Council for the final approval in the marketing budget.

b) Pre-approvals

The Committee reviewed the applications that require pre-approvals due to timelines.

MOTION #MEDC-2017-MAR-14-3

It was moved by Amy Barr, seconded by Mayor MacDonald to recommend to Council to pre-approve \$500 from the 2017-2018 budget for the Easter Eggstravaganza. **Motion Carried.**

MOTION #MEDC-2017-MAR-14-4

It was moved by Councillor Sanford, seconded by Amy Barr to recommend to Council to pre-approve \$15,000.00 from the 2017-2018 budget to Annapolis Region Community Arts Council for the Fundy Boats Works project and that the funds are to be allocated to complete and launch the Tancook Whaler. **Motion Carried.**

MOTION #MEDC-2017-MAR-14-5

It was moved by Ben Boysen, seconded by Amy Barr to recommend to Council to pre-approve \$9,000.00 from the 2017-2018 budget to the Annapolis Board of Trade with the allocation of \$1,500.00 for First Fridays and \$7,500.00 for the Visitor Information Centre. **Motion Carried.**

MOTION #MEDC-2017-MAR-14-6

It was moved by Councillor Sanford, seconded by Ben Boysen to recommend to Council to pre-approve \$200.00 from the 2017-2018 budget to the Port Royal Legion to host a reception on behalf of the Town for a Vimy Ridge ceremony and rededication of Town Hall. **Motion Carried.**

c) Town Crier Outsourcing

Amy Barr updated the Committee on the sub-committees work to date on updating the monthly Town Crier. The sub-committee calculated the current process including staff time to be approximately \$659 per month. The sub-committee would like to get a professional redesign of the layout and investigated the cost of outsourcing the administration of the newsletter and the printing. A new design and layout template would be a onetime cost of \$400. Contracting out the Town Crier would be approximately \$200/month with printing fees of \$1.00/issue (475 copies per month).

MOTION #MEDC-2017-MAR-14-7

It was moved by Amy Barr, seconded by Ben Boysen to recommend to Council to pre-approve up to \$400 in the 2017-2018 budget for the onetime cost of a professionally designed template for the Town Crier monthly issue. **Motion Carried.**

d) Committee Recommendations – General and Capital Budgets

The Committee discussed the events and items that they would like to accomplish this upcoming budget year. The Committee would like to install two highway 101 signs, 1 sign at the current location at exit 22 coming from Digby and move the other exit 22 sign to the location at exit 20. The Committee would like to see the 2017 event coordinator position, Canada Day events extended to include the opening of the new amphitheatre, money set aside for a couple of shoulder season events, marketing budget for social media, and allocating funds for the setup of the new marketing model for 2018.

e) Recommendation to Council

The Committee agreed to the following budget allocations.

01-27629Z	Marketing – General	\$12,000.00
01-27606Z	Fundy Boat Works	\$15,000.00
01-27823Z	Visitor Information Center	\$7,500.00
01-27251B	New Year’s Day Levee	\$350.00
01-27820Z	Historic Gardens	\$5,000.00
01-27251Z	Fireworks	\$5,000.00
01-27800Z	Christmas	\$3,000.00
01-27814Z	Twinning	\$2,700.00

iii. Workplan

Due to time restrictions the Committee agreed to table the discussion on the workplan until next month.

iv. REN – Final Decision

Due to time restrictions the Committee agreed to table the discussion until next month.

v. Nova Scotia Business Inc

Due to time restrictions the Committee agreed to table the discussion until next month.

7. NEW BUSINESS - None

8. TWINNING COMMITTEE - None

9. CORRESPONDENCE FOR INFORMATION - None

10. ADJOURNMENT

MOTION #MEDC-2017-MAR-14-8

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

Next Meetings: April 11, 2017

Chair Elliot

Recording Secretary Millett-Campbell