

**Marketing and Economic Development Committee (MEDC)
Approved Minutes
April 11, 2017**

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

Regrets: Diana Lewis

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

2. APPROVAL OF AGENDA

MOTION #MEDC-2017-APR-11-1

It was moved by Councillor Sanford, seconded by Amy Barr to approve the agenda with the following addition under New Business i) Canada 150 Branding. **MOTION CARRIED.**

3. APPROVAL OF THE MINUTES – February 7, 2017

MOTION #MEDC-2017-APR-11-2

It was moved by Amy Barr, seconded by Ben Boysen to approve the minutes of February 7, 2017 and March 14, 2017 as presented. **Motion Carried.**

4. PUBLIC INPUT - None

5. PRESENTATIONS - None

6. BUSINESS ARISING

i. Highway 101 Signage

CAO Barr updated the Committee on the conversation with Council on the Community Identity sign requested to be moved to exit 20. Council decided to move the westbound sign from exit 22 to exit 20. Steve Slipp is working on the reflecting colours on the sign and the new sign design samples looks good in daytime view and nighttime view. CAO inquired if the Committee would like to see something on the bottom of the sign for example: scenic route, next 3 exits, distance or nothing at all. The Committee would support a rider sign stating the next three exits. The Committee would like to get a quote on the cost of the additional signage.

ii. Workplan – Land Development

CAO Barr reviewed the four strategic areas and the goals and outcomes for each. The Committee is currently working on Land Development and setting the goals and strategies to accomplish the goals. The Committee set three goals, identify opportunities for all Town owned land; increase potential commercial lots by 3 over 5 years; and enhance the visual gateways entering the Town. Next month the Committee will develop strategies for Destination Marketing.

¹ Chief Administrative Officer

iii. REN² – Final Recommendation to Council

CAO Barr would like to see a recommendation from this Committee to Council on the Committee's desire to join a REN or not as the Committee has been investigating both the valley and western RENs.

MOTION #MEDC-2017-APR-11-3

It was moved by Councillor Sanford, seconded by Amy Barr to recommend to Council not to pursue a membership with a Regional Enterprise Network. **Motion Carried.**

iv. Nova Scotia Business Inc

Mayor MacDonald updated the Committee on discussion with NSBI on data information collection from Municipalities and Town. NSBI sent out a template to collect data for the use of NSBI. Benjamin Boysen and Samantha Myhre agreed to start to work on putting together the data from the template.

v. Canada 150 Application

Mayor MacDonald updated the Committee on the submission for Canada 150 funding from the information received at the Special MEDC meeting in March. Mayor MacDonald referenced the budget submitted to the province as broad budget with the emphasis on marketing and promoting the experience and people of Annapolis Royal.

7. NEW BUSINESS

i. Canada 150 Branding

Mayor MacDonald updated the Committee on the request to use this proposed tagline to promote the Canada 150 celebrations this summer. Mayor MacDonald worked with Kim Gunn on the sample tagline / branding. The Committee discussed the option of removing "very" from the tagline.

MOTION #MEDC-2017-APR-11-4

It was moved by Councillor Sanford, seconded by Ben Boysen to recommend to Council to accept the branding tagline of Let's Start at the Very Beginning, for Canada 150 as presented. **Motion Carried.**

8. TWINNING COMMITTEE

Chair Elliot updated the Committee on the details of the Royan visit. CDC Millett-Campbell will email the minutes out to Committee members.

9. CORRESPONDENCE FOR INFORMATION

i. Nova Scotia's Culture Action Plan

For information only.

ii. Local Logic

For information only.

² Regional Enterprise Network

10. ADJOURNMENT

MOTION #MEDC-2017-APR-11-5

It was moved by Councillor Sanford to adjourn the meeting at 7:50 pm. **CARRIED.**

Next Meetings: May 9, 2017

Chair Elliot

Recording Secretary Millett-Campbell