

**Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
May 9, 2017**

**Present:** Chair Councillor Owen Elliot, Vice-Chair Amy Barr, Mayor William MacDonald, Councillor Holly Sanford, Diana Lewis, Samantha Myhre, CAO<sup>1</sup> Greg Barr and Recording Secretary Sandi Millett-Campbell.

**Regrets:** Benjamin Boysen

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

**2. APPROVAL OF AGENDA**

**MOTION #MEDC-2017-MAY-9-1**

It was moved by Councillor Sanford, seconded by Amy Barr to approve the agenda with the following addition under New Business 7 ii) Royan Internship Reception; under New Business 7 iii) Royan Delegation in LeHave France . **MOTION CARRIED.**

**3. APPROVAL OF THE MINUTES – April 11, 2017**

**MOTION #MEDC-2017-MAY-09-2**

It was moved by Samantha Myhre, seconded by Councillor Sanford to approve the minutes of May 9, 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 Brian Storrie on having a rider sign added to our community sign. Brian outlined that rider signage is only available for festival and must be taken down after the festival. Everything has been approved on the community sign and we are now just waiting for department of transportation to install the signs.

**ii. NSBI Template Update**

Samantha Myhre updated the Committee on the progress of their first meeting to work on updating the template received from NSBI. They found most of the information from the spreadsheet and information from PVSC. Ben Boysen and Samantha will set up another time to meet and complete the task.

**iii. AVCC<sup>2</sup> Three Year Commitment Request**

CAO Barr reminded the Committee that AVCC requested a three year budget commitment for the support of the \$1000 per year for the next three years including the recently passed 2017/2018 budget.

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<sup>1</sup> Chief Administrative Officer

<sup>2</sup> Annapolis Valley Chamber of Commerce

**MOTION #MEDC-2017-MAY-09-3**

It was moved by Councillor Sanford, seconded by Samantha Myhre to recommend to Council that the Town commit \$1000 annually to the Annapolis Valley Chamber of Commerce for three year commitment for the year ending 2020. **Motion Carried.**

**iv. Workplan – Destination Marketing Strategies**

CAO Barr reviewed the three goals for Destination Marketing and the Committee had a brainstorming session on these goals. The ideas were listed and will be emailed out to the Committee members for review. For homework the Committee will bring their top ideas that will be most effective for the goals.

**7. NEW BUSINESS**

**i. Spring Luncheon May 25, 2017**

CDC Millett-Campbell updated the Committee on the partnership with the Annapolis Board of Trade and the Town working together on the Spring Luncheon. The date has been set for May 25th from 11-1pm at the Annapolis Royal Fire Hall. Tickets are \$10/person payable at the door. The invitations will be sent out the end of this week.

**ii. Royan Internship Program**

CDC Millett-Campbell updated the Committee on the arrival of the two interns that will be here from May 13 to June 28, 2017. The Town will be hosting a reception for the two interns and CDC Millett-Campbell is requesting the Committee pick a date for the reception, June 14th or 21st at 7pm. The Committee agreed to host the reception on June 21 at 7pm.

**iii. Royan Delegation in LeHave**

Mayor MacDonald has invited the Royan Twinning group to meet with the tall ships arriving in LeHave, France as part of the Rendez-vous celebration. Mayor MacDonald has requested funding from the Waterfront Development Committee to see if they would fund the trip for the Mayor to meet the ship with the Royan delegates when the tall ship arrives. Mayor MacDonald will update the progress of this trip as information becomes available.

**8. TWINNING COMMITTEE**

For information only.

**9. CORRESPONDENCE FOR INFORMATION**

**10. ADJOURNMENT**

**MOTION #MEDC-2017-MAY-09-4**

It was moved by Amy Barr to adjourn the meeting at 8:01 pm. **CARRIED.**

**Next Meetings: June 13, 2017**

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Chair Elliot

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Recording Secretary Millett-Campbell