

**Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
June 13, 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-JUN-23-1**

It was moved by Councillor Sanford, seconded by Amy Barr to approve the agenda with the following addition under New Business 7 iv) Community Event Calendar and move the workplan to the last item of the agenda. **MOTION CARRIED.**

**3. APPROVAL OF THE MINUTES – May 9, 2017**

**MOTION #MEDC-2017-JUN-13-2**

It was moved by Councillor Sanford, seconded by Diana Lewis to approve the minutes of May 9, 2017 as presented. **Motion Carried.**

**4. PUBLIC INPUT - None**

**5. PRESENTATIONS - None**

**6. BUSINESS ARISING**

**i. Spring Luncheon**

CDC Millett-Campbell update on the Committee on the recent Spring Luncheon. The luncheon went smoothly but had a lower number of people in attendance. Good information on what was happening for the Canada 150 season.

**ii. Highway 101 Signage**

CAO Barr update the Committee on the email received from Brian Storrie on the timeline for the installation of the signs and the budget. The budget had an additional cost of the removal of the westbound exit 22 signage that was not included in the previous budget. CAO Barr talked to a sub-committee member regarding the extra cost of the sign and that individual offered to pay the extra \$5,000 from an additional contribution to the pixie dust fund.

**MOTION #MEDC-2017-JUN-13-3**

It was moved by Mayor MacDonald, seconded by Councillor Sanford to recommend to Council that the Town proceed as planned to install the signs at exit 20 and exit 22 with the extra cost of the additional \$5K absorbed by the pixie dust funds. **Motion Carried.**

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<sup>1</sup> Chief Administrative Officer

**iii. Royan Intern Reception**

CDC Millett-Campbell updated the Committee on the reception next week, June 21 at 7pm for two interns from Royan France. The Town will present the students with a small gift and have a small reception with the Twinning Committee. All members for MEDC and Council have been invited.

**iv. Workplan – Destination Marketing Strategies**

Mayor MacDonald recommended to have separate meetings to concentrate on the workplan and the Committee members could send in their ideas ahead of time for discussion. The Committee agreed to meet on July 4<sup>th</sup> at 6pm.

**7. NEW BUSINESS**

**i. Natal Day Committee**

Councillor Sanford updated the Committee on the update on the Natal Day schedule of events. Councillor Sanford and Queen Annapolis Royal, Maria Longmire attended the school to make a presentation and talk to the students on signing up for the leadership program. The Natal Day Committee has request a street closure for the Friday night and waiting to hear on Councils decision. The Natal Day also started a Facebook page to start promoting the events and weekend.

**ii. Monthly Town Crier New Design**

Amy Barr reviewed the cost of the printing and outline of the possibilities of the new design. The Red Shed redesigned the newsletter and worked with the subcommittee on new ideas and a refreshing new look. Amy Barr handed out samples of the new design and the Committee made some suggestions to the new format. The Committee discussed the options of printing the document in colour and the advertising opportunities for the new design.

**MOTION #MEDC-2017-JUN-13-4**

It was moved by Councillor Sanford, seconded by Mayor MacDonald to recommend to Council that Council have the new town crier printed in colour by Print Wright based on the quoted amount. **Motion Carried.**

**MOTION #MEDC-2017-JUN-13-5**

It was moved by Councillor Sanford, seconded by Samantha Myhre to recommend to Council to have a new advertising fee of \$10 for business card ad and \$20 for larger space, with a minimum of three month commitment, in the newly redesigned Town Crier. **Motion Carried.**

**iii. Community Service Signs at Entry Points**

Mayor MacDonald updated the Committee on a request from the Lions Club to have a service club signs at the entry points into Town. The signage lets everyone know what an active town we have.

**MOTION #MEDC-2017-JUN-13-6**

It was moved by Amy Barr, seconded by Diana Lewis to recommend to Council that no additional signage be added to the entry points into Town. **Motion Carried.** 1 Nay Vote Mayor MacDonald.

**iv. Community Events**

CAO Barr updated the Committee on the request from the Explorer to include all their tours on the Town's website calendar of events. The Committee agreed to include the tours on the calendar and rename the category Events / Attractions.

**8. TWINNING COMMITTEE:** Nothing received.

**9. CORRESPONDENCE FOR INFORMATION:** None

**10. ADJOURNMENT**

**MOTION #MEDC-2017-JUN-13-7**

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

**Next Meetings: Planning Meeting July 4, 2017  
MEDC July 11, 2017**

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Chair Elliot

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Recording Secretary Millett-Campbell