

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
July 11, 2017 at 6:00 pm**

Members: Chair Councillor Owen Elliot, Vice-Chair Amy Barr, Councillor Holly Sanford, Samantha Myhre and Benjamin Boysen.

Administration: CAO Greg Barr and Recording Secretary Courtney Campbell.

Regrets: Diana Lewis, Mayor Bill MacDonald

1. CALL TO ORDER: Chair Elliot called the meeting to order at 6:02pm.

2. APPROVAL OF AGENDA:

MOTION #MEDC-2017-JUL-11-1

It was moved by Councillor Sanford, seconded by Amy Barr, to approve the July 11, 2017 agenda as presented.

Motion carried.

3. APPROVAL OF THE MINUTES – June 13, 2017

MOTION #MEDC-2017-JUL-11-2

It was moved by Councillor Sanford, seconded by Amy Barr, to approve the June 13, 2017 minutes as presented.

Motion carried.

4. PUBLIC INPUT: N/A

5. PRESENTATIONS: N/A

6. BUSINESS ARISING

i. Royan Visit

Councillor Sanford discussed how great the dinner at the Queen Anne went. CAO Barr stated that there was not much to report, but it went over well and everyone seemed to have a good time.

ii. Natal Day Committee – Councillor Sanford

Councillor Sanford updated the committee on the planning for Natal Day weekend. The posters for the street dance are in and they are finishing up the ads in the booklet. They are also discussing paying for an individual's salary at King's Theatre to watch the washroom during the Street Dance as it would be cheaper than a Port-a-Potty and would provide more stalls. The Natal Day Committee is also still trying to figure out what is going on with the Soap-box race. Councillor Sanford also informed the committee that there is only one princess this year.

iii. Canada Day Wrap Up

The Committee discussed the success of the Canada Day activities. There were lots of people asking about fireworks and many left to go see them in Bridgetown. It may have been nice to maybe have the Friday beer garden go longer and potentially even fireworks. It was great to have such a big event on

Canada Day compared to previous years. There was discussion on keeping the Community Kitchen Party in future years, but instead of offering free food to ask the local vendors to give out food to go (potentially with pre-orders to help it run smoothly). The music at the amphitheatre also went over very well.

iv. Council Update - Town Crier & Music at the Amphitheatre

The Committee was updated on the most recent Council meeting. The Town Crier was approved, as well as the charge for advertising. There was correspondence from the Board of Trade that was concerned as the free advertising was a perk for their members, Council then made a motion that Town Businesses would be given priority in the event of a waitlist.

v. Workplan – Destination Marketing and BRE Strategies

- Committee member Samantha Myhre brought up the Wine and Beer Festival as she does not believe there is enough time to get a celebrity involved. The Wineries are also very busy this time of year and don't have time to talk and some of the breweries are full and busy. There was discussion that this may be better suited to next year when there is more time to plan and make it a better event.
- CAO Barr listed the BRE high level goals and the committee decided to come up with ideas to discuss at the next meeting.
- Chair Elliot mentioned maximizing federal/provincial funding opportunities and the communication of them
- Expanding the Farmer's Market was also discussed, and how we should take advantage of something we already have. There is also potential for a bigger space in the winter as there is currently not enough space.
- There was discussion surrounding drawing in big employers and drawing in people that already have jobs. This may include tech jobs which require better internet, and it was thought to check other places in the Canada and United States to see how they handled bringing in FibreOp. There was also talk on the lack of office space available in Town.
- Another idea was to encourage the movie industry locally as we have a lot to offer including heritage, accommodations, forests, lower expenses, etc. The downside is that the tax credit may hurt us.
- There is also potential to encourage more fishing/fish market. There are just issues regarding legality and it may need to be investigated further.
- There is also potential in having a promotion asking people to move back after they have been away.

7. NEW BUSINESS: N/A

8. TWINNING COMMITTEE MINUTES – Nothing received

9. CORRESPONDENCE FOR INFORMATION: N/A

10. ADJOURNMENT:

MOTION #MEDC-2017-JUL-11-3

It was moved by Councillor Sanford, seconded by Amy Barr, to adjourn the meeting at 7:30pm.

11. Next Meeting: MEDC – September 12, 2017 at 6:00 pm

Workplan Meeting: July 25th 6:00pm

Chair Owen Elliot

Recording Secretary Courtney Campbell