

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
September 12, 2017 at 6:00 pm**

Members: Chair Councillor Owen Elliot, Vice-Chair Amy Barr, Mayor Bill MacDonald, Councillor Holly Sanford and Samantha Myhre. Also in attendance Christine Igot (left after presentation 6:30pm)

Administration: CAO Greg Barr and Recording Secretary Sandi Millett-Campbell.

Regrets: Diana Lewis and Benjamin Boysen

1. **CALL TO ORDER:** Chair Elliot called the meeting to order at 6:05 pm.

2. **APPROVAL OF AGENDA:**

MOTION #MEDC-2017-SEPT-12-1

It was moved by Mayor MacDonald, seconded by Councillor Sanford, to approve the September 12, 2017 agenda as presented. **Motion carried.**

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

MOTION #MEDC-2017-SEPT-12-2

It was moved by Councillor Sanford, seconded by Amy Barr, to approve the July 11, 2017 minutes as presented. **Motion carried.**

4. **PUBLIC INPUT:** N/A

5. **PRESENTATIONS:**

i. Twinning Committee Update – Christine Igot

President Christine Igot thanked the Committee for inviting her to make the presentation on the recent Royan visit and unfortunately Sally O’Grady had to send regrets. A big Thank You goes out to the Town for inviting the Royan delegates to take part in the Canada 150 Day celebrations. President Igot is concerned with the budget for the twinning Committee and would like Council to think of what the Twining Committee brings to the Town, important for the historical reasons and the economic value of the visitors spending money in Town. This historic connect happens every four years with the Town going to visit Royan the fall of 2019. President Igot suggests that the Town put \$500 per year into the twinning budget and let that accumulate for the visit for the visit for 2021. President Igot would like the official visit to include the Mayor and a member of Council to join the trip in 2019.

The Internship program is finding it hard to schedule job placements with the timing of the visit from May and June due to the school schedule in Royan. If the Town has a project that the Town could approach the Twinning Committee and see if it would be suitable job or task for the interns to take on. At this time the Twinning Committee feels that there will be no intern program next year unless the Town has a specific project, then the Twinning Committee would revisit the options of finding someone to oversee the intern program for 2018.

Chair Elliot thanked Christine and her Committee for all the work done this year on behalf of MEDC and the Town.

6. BUSINESS ARISING

i. Workplan

CAO Barr updated the Committee on the strategies on BRE and Destination Marketing. The Committee discussed Population Growth and brainstormed on the issues relating to population growth. The Committee will continue to work on the strategies next month. Greg will email the list to the Committee members for review.

ii. Natal Day Wrap Up – Councillor Sanford

Councillor Sanford updated the Committee on the events from the Natal Day weekend. The Opening ceremony street dance was great this year and well attended. The Committee is looking forward to repeating the same atmosphere next year with local bands. Everything seemed to have a great attendance. The Committee is looking for a Parade Marshall for next year and will submit a notice for the Town Crier.

iii. Tall Ships Wrap Up

CDC¹ Millett-Campbell updated the Committee on the successful day for the Tall Ships. The day's events went as well as expected and very pleased with the attendance for all the activities all day long.

iv. Community Identity Signage

CAO Barr updated the Committee on the highway 101 sign and waiting for the sign to be installed. The sign is now complete and waiting to hear on the timeline for the installation. CAO Barr has been in constant correspondence with the Department of Transportation trying to encourage the installation all summer long.

v. Town Crier Expended Distribution

CAO Barr asked the Committee for feedback on the new Town Crier and everyone seems to love the new design. The senior complex is not receiving the newsletter unless hand delivered by staff or Council and CAO Barr wondered if we should extend our boundaries or number of copies printed. CAO Barr updated the Committee that the senior's complex will be included in the next mail drop. The Committee agreed to wait a couple more months and revisit the distribution issue.

7. NEW BUSINESS:

i. Ghost Town

Mayor MacDonald updated the Committee on the recent attractions meeting which was looking to see if the Town is interested in contributing to this year's Ghost Town. Mayor MacDonald suggested using the advertising budget to help with the distribution of the events. The Committee discussed options for Ghost Town and working together with everyone and having Town looking good for the events.

MOTION #MEDC-2017-SEPT-12-3

It was moved by Councillor Sanford, seconded by Amy Barr to recommend to Council to approve a Halloween Decoration Contest with two prizes to be awarded one for Commercial and one Residential in the amount of \$150 each and a trophy for each. **Motion Carried.** 1 Nay Vote by Samantha Myhre

¹ Community Development Coordinator

ii. Doers & Dreamers 2018

For information only as this edition is not in the current budget. The Committee will wait to see what action ABoT will take on this piece for 2018. The Committee would also like to invite Kim Gunn to attend a meeting to get her opinion what mediums she suggests the Town should get involved in for the upcoming budget year.

iii. MEDC / ABoT Fall Luncheon – Proposed October 11, 2017

CDC Millett-Campbell updated the Committee on the proposed date of the Fall Luncheon on October 11, 2017 at the Annapolis Royal Fire Hall. Some items on the agenda would include the ABoT survey and the direction of ABoT. CDC Millett-Campbell will confirm the date with Jane Nicholson.

8. TWINNING COMMITTEE MINUTES – August 2017

For information only.

9. CORRESPONDENCE FOR INFORMATION: None

10. ADJOURNMENT:

MOTION #MEDC-2017-SEPT-12-4

It was moved by Samantha Myhre to adjourn the meeting at 8:47 pm.

11. Next Meeting: MEDC – October 10, 2017 at 6:00 pm

Chair Owen Elliot

Recording Secretary Sandi Millett-Campbell