

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
October 10, 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 Cathy Emin and Gail Robertson (left after the presentation at 6:30 pm)

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

Regrets: Benjamin Boysen

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

2. **APPROVAL OF AGENDA:**

MOTION #MEDC-2017-OCT-10-1

It was moved by Mayor MacDonald, seconded by Councillor Sanford, to approve the October 10, 2017 agenda as presented. **Motion carried.**

3. **APPROVAL OF THE MINUTES – September 12, 2017**

MOTION #MEDC-2017-OCT-10-2

It was moved by Councillor Sanford, seconded by Mayor MacDonald, to approve the September 12, 2017 minutes with the change of recording secretary to Sandi Millett-Campbell. **Motion carried.**

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

5. **PRESENTATIONS:**

- i. ARTFelt Christmas Update – Gail Robertson & Cathy Emin

Gail Robertson and Cathy Emin informed the Committee that they are not able to continue with the commitment of organizing ARTFelt Christmas this year. They both have personal / business commitments that will not let them continue with this volunteer effort. They are both willing to still be a part of the decorating with continuing to create the pipe people. Ms Robertson has a binder of all the activities that they look after and is willing to pass it on to another volunteer and meet with the Mayor to help with the transition. Mayor MacDonald thanked Ms Robertson and Ms Emin for the years of decorating our Town and making it so beautiful.

6. **BUSINESS ARISING**

- i. Workplan

CAO Barr updated the Committee on the strategies on Population strategies. The Committee discussed the strategies and decided on the following three:

- **Incentives** – Education Bursary / Scholarship (e.g. whole or partial funding for post-secondary education for children who have resided in community for 10+ years); programs for people to stay in Annapolis Royal over the winter or other ways to improve winter economy; and/or residency incentive programs
- **Promotion**- Micro climate in Annapolis Royal, strengths and advantages (safety, amenities, community spirit, etc.); development of a marketing program to attract potential residents to come visit
- **Housing** - Program to develop large houses into condo units (incentive program); increase available accommodations, both long-term and short-term

The Committee will work on the Land development next month.

ii. Natal Day Wrap Up – Councillor Sanford

Councillor Sanford inquired if anyone was interested in Chair or Co-Chair of the Natal Day Committee. Mayor MacDonald thanked Councillor Sanford for Chairing the Committee and continuing with the commitment again next year.

iii. Twinning Committee Direction

The Committee discussed the twinning with Annapolis Maryland and Royan France. The Committee discussed the economic development from the twinning with Royan and interested in keeping the twinning relations going forward. The Committee would like to see how other municipalities go through the twinning process. The Committee would like to review the marketing and economic development of the twinning process as it relates to the Town.

iv. Annapolis Board of Trade (ABoT) Update

Mayor MacDonald updated the Committee on the presentation from Vice-Chair Beth Fairn and the results of the recent survey and the recommendation from the ABoT Council to step out of sponsoring the Visitor Information Centre, First Friday, and the Parade of Lights. Newly elected President Amery Boyer met with CAO Barr, CDC¹ Millett-Campbell and Mayor MacDonald to inform Council that ABoT will be discussing the details of the three options and how to move forward. A decision will be made by the November ABoT meeting.

v. Annapolis County Community Events Guide

CDC Millett-Campbell updated the Committee on the deadline for events in the Annapolis County Community Events Guide. CDC Millett-Campbell suggested the Committee discuss the options for next year's events in time to include in the guide. Chair Elliot would like to include this item on the agenda for next month so the Committee will have time to think about the events they would like to see happen in 2018. Each Committee member will send their ideas so the Committee will have a list to review at the November meeting.

¹ Community Development Coordinator

7. NEW BUSINESS:

i. Christmas Market Shuttle

CDC Millett-Campbell updated the Committee on the relocation of the Farmers' Market Christmas Craft sale being moved from the Academy to Champlain Elementary School. With the change in venue, CDC Millett-Campbell would like the Committee to confirm the need of the Christmas Market shuttle. There will be no extra cost for the shuttle but the wait time for the shuttle will be increase due to the increase in route. The Committee agreed there was a need for the shuttle bus again this year. The Committee discussed the fee to ride the bus and if there was a need to charge a fee.

MOTION #MEDC-2017-OCT-10-3

It was moved by Councillor Sanford, seconded by Mayor MacDonald to recommend to Council to approve that the Christmas Extravagnza Shuttle bus be free for all to ride. **Motion Carried.**

ii. Wayfinding Signage

CDC Millett-Campbell updated the Committee on the request from Annapolis Heritage Society to update the signage to include O'Dell House Museum and Sinclair Inn Museum to the sign in front of Arts Place. The Committee discussed having consistent signage throughout the Town. The Committee review the report from March 28, 1998 and decided that a new study should be done on all signage in Town. A sub-committee was formed to start the process for a request for proposal to have ready for April 2018. The Sub-Committee members are Amy Barr, Councillor Sanford and Samantha Myhre. Staff will inform Annapolis Heritage Society that a sub-committee has been created to consider their request.

iii. ARTFelt Christmas Decorating

Mayor MacDonald updated the Committee on the email received from Ms Robertson and the need of new volunteers to carry on with the decorating of the Town. Mayor MacDonald agreed to Chair a sub-committee and Amy Barr and Councillor Sanford agreed to sit on the Sub-Committee.

8. TWINNING COMMITTEE MINUTES – August 2017

For information only.

9. CORRESPONDENCE FOR INFORMATION

i. Wedding Destination

Amy Barr updated the Committee on the request through Facebook.

ii. Craft Brewery Festival

Samantha Myhre will correspond to Danny McClair on volunteering to work together on this festival.

10. ADJOURNMENT:

MOTION #MEDC-2017-OCT-10-4

It was moved by Mayor MacDonald to adjourn the meeting at 8:10 pm.

11. Next Meeting: MEDC – November 14, 2017 at 6:00 pm