

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
November 14, 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 were Christine Igot and Catherine Malon (left after the presentation at 6:30 pm)

Administration: CAO Greg Barr and Minute Recorder Melony Robinson.

Regrets: Benjamin Boysen, Community Development Coordinator Sandi Millett-Campbell

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

2. **APPROVAL OF AGENDA:**

MOTION #MEDC-2017-NOV-14-1

It was moved by Mayor MacDonald, seconded by Councillor Sanford, to approve the November 14, 2017 agenda as presented. **Motion carried.**

3. **APPROVAL OF THE MINUTES – October 10, 2017**

MOTION #MEDC-2017-Nov-14-2

It was moved by Councillor Sanford, seconded by Samantha Myhre, to approve the October 10, 2017 minutes. **Motion carried.**

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

5. **PRESENTATIONS:**

- i. SOFARR – Christine Igot & Catherine Malon (President of SOFAAR¹)

Christine Igot submitted the attached report and thanked the Town for its financial contribution. Catherine Malon stated that SOFAAR has decided to offer the Retreat again in 2018. Mayor MacDonald stated that council was happy to support this event.

6. **BUSINESS ARISING**

- i. Work plan – Land Development

Under the direction of CAO Barr, the Committee discussed and prioritized the goals of this work plan.

Land Development ideas that were brought up during population growth discussion

- Encourage office development on second floor of buildings rather than ground floor (Holly, Sam, Amy)
- Explore inter-municipal and/or revenue sharing opportunities (Owen, Amy)

¹ Society of Fibre Artists of the Annapolis River

- Identify all available Town owned land and potential economic development uses (Owen, Bill)
- Increasing mixed use properties in downtown precinct (Owen, Bill, Holly, Sam, Amy)
- Development opportunities of ESA land (Bill, Holly, Sam, Amy)
- Annexation / Expropriation / Amalgamation (Sam)
- Expansion of available lots by subdividing larger lots into smaller properties (Owen)
- Enhancing former railway bridge at Allain's Creek (lupin plants) (Owen, Holly, Sam, Amy)
- Revamp and/or improve signage at Town gateways (Holly, Sam, Amy)
- Ensuring façade control of buildings at Town gateways (Owen, Bill, Amy)
- Acquire land at gateways where available (Bill, Holly, Sam)
- Landscaping at Town gateways (cleaning things up) (Owen, Amy)
- Enhance trail gateway entrance/welcoming area (Bill)

ii. Annapolis Board of Trade Update

Mayor MacDonald has sent an email to Amery Boyer (President of the Annapolis Board of Trade) inquiring about the Visitor Information Centre but has yet to hear back from her. He expects to have an update for Committee of the Whole in December.

iii. 2018 Possible Events and Dates

Councillor Sanford will meet with Community Development Coordinator Millett-Campbell regarding events that need to be put in the County of Annapolis Community Calendar. Samantha Myhre was pleased to inform the committee that she has been involved in a new Food and Drink event with the likely dates of September 29-30, 2018. This new event does not yet have a name. Danny McClair has been helping with the development of this event. They hope to design a logo for this event and to be able to promote this event on an annual basis. Samantha inquired how the Town might help with this event. Mayor MacDonald stated that the Town is onboard with this event and that council would support this in principle. The Marketing and Economic Development Committee would like to see a budget for this event. They further advised to approach the Annapolis Board of Trade for possible funding opportunities and to check with breweries to see if they are currently members of an association.

7. NEW BUSINESS:

i. First Fridays – Councillor Sanford

Councillor Sanford stated that the Board of Trade appears to continue to be on board with First Fridays as she informed the committee that her report was sent to Amery Boyer. Councillor Sanford stated that the financial contributions from the Annapolis Board of Trade (\$600) and the Town (\$1500) were able to see all successful events in 2017. September's event was the final event and despite the cold weather that evening, this event was successful. Councillor Sanford offered to continue to organize the First Fridays event.

ii. King's Theatre Request

Mayor MacDonald and Councillor Sanford updated the Committee on the request of \$2000 funding for the Winter Live Performances at King's Theatre. The Theatre feels that in order to get the Winter Live Programming off the ground, they need an overall investment of \$10,000. Mayor MacDonald suggested that Janet Larkman (Theatre Manager) attend Committee of the Whole and answer any questions council may have.

MOTION #MEDC-2017-NOV-14-3

It was moved by Councillor Sanford, seconded by Amy Barr, for council to look at the budget to see if they can support the "Winter at King's" request. **Motion carried.**

iii. Municipal Awareness Week Open House

CAO Barr advised the Committee of the two open houses planned on November 22nd.

- Town Hall (staff only) from 930am-1200pm
- Fire Hall from 330pm-630pm (staff and all departments/volunteers/committees)

CAO Barr stated that he would like to have representation from all groups for at least part of the afternoon/evening open house. Refreshments and coffee/tea will be provided for the open house at the Fire Hall. Advertisements for the events will be going out shortly. CAO Barr advised that the goal of these open houses is to communicate to the public on how a municipality works and to provide an insight on how many volunteers and people are involved.

iv. Membership Renewals

Samantha Myhre and Amy Barr both expressed interested in membership renewal to this committee. As well, a recommendation for membership for Chris Hopkins (new member) will be going to council.

8. TWINNING COMMITTEE MINUTES – No report this month

9. CORRESPONDENCE FOR INFORMATION

10. ADJOURNMENT:

MOTION #MEDC-2017-NOV-14-4

It was moved by Samantha Myhre to adjourn the meeting at 7:53 pm.

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

Chair Owen Elliot

Minute recorder Melony Robinson