

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

**Members:** Vice-Chair Amy Barr, Mayor Bill MacDonald, Councillor Holly Sanford, Samantha Myhre and Chris Hopkins.

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

**Regrets:** Chair Councillor Owen Elliot, Benjamin Boysen

**1. CALL TO ORDER:** Vice-Chair Barr called the meeting to order at 6:02 pm.  
Welcome to Chris Hopkins and short introductions around the table.

**2. APPROVAL OF AGENDA:**  
Under New Business 7. ii) Cradle of Our Nation Film Project  
Under New Business 7. iii) Rendez Vous 2017 Media Release

**MOTION #MEDC-2017-DEC-12-1**

It was moved by Sam Myhre, seconded by Councillor Sanford, to approve the December 12, 2017 agenda as amended. **Motion carried.**

**3. APPROVAL OF THE MINUTES – November 14, 2017**

**MOTION #MEDC-2017-DEC-12-2**

It was moved by Councillor Sanford, seconded by Chris Hopkins, to approve the November 14, 2017 minutes as presented. **Motion carried.**

**4. PUBLIC INPUT:** None

**5. PRESENTATIONS:** None

**6. BUSINESS ARISING**

i. Workplan – Review Draft

CAO Barr review the summary of the workplan in the agenda package. The Committee reviewed the strategies to confirm they support the goals for the four categories. The Committee decided to change the Business Retention and Expansion strategy to read 8 new Full time positions over 5 years; no changes to Destination Marketing; no changes required to Population Growth; and in the Land Development category remove the target for mixed use in downtown precinct. The Workplan will now go through to the management team for review and then on to Council where Council will take the complete document to the public.

ii. Annapolis Board of Trade Update

Mayor MacDonald noted there was nothing to report to date.

iii. 2018 Possible Events and Dates

The Sub Committee has met and working together with having Crate & Barrel fall festival on Sept 29<sup>th</sup>, 2018. Sam Myhre will send the information to the County of Annapolis Events guide for 2018.

iv. Parade of Lights – Update

Mayor MacDonald updated the Committee on the decorations for the parade of lights. The sub-committee wanted to get more lights and increase the use of the Farmers Market area by adding another Christmas tree, more lights and a designated spot for Santa Clause. Mayor MacDonald contact Nova Scotia Power for help with funding to help light the Town and after the parade of lights has received some funding. There was a great turn out for the event and people stayed in the Market Square to socialize.

**7. NEW BUSINESS:**

i. Welcome Wagon for The Academy

CDC Millett-Campbell informed the Committee on the request from our Lady of Good Cheer on the process that should be followed for the new condo owners and the welcome gifts. The Committee discussed the possibility of a reception in cooperation with the Tanner Group at the Open House and the Town supply a small gift for each condo owner/tenant.

ii. Cradle of the Nation Film project

Mayor MacDonald updated the Committee on the status of the prequel of the documentation of 1605. The Project has confirmed funding for the project to go ahead. Mayor MacDonald will be meeting with the filmmaker tomorrow. Hoping for the trailer to be produced by Canada Day.

iii. Tall Ships media release.

Mayor MacDonald updated the Committee on the media release today for the Rendez-vous 2017.

**8. TWINNING COMMITTEE MINUTES – None for this month.**

**9. CORRESPONDENCE FOR INFORMATION**

i. Census Data

For information only.

**10. ADJOURNMENT:**

**MOTION #MEDC-2017-DEC-12-3**

It was moved by Councillor Sanford to adjourn the meeting at 8:03 pm.

**11. Next Meeting: MEDC – January 9, 2018 at 6:00 pm**

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Vice-Chair Amy Barr

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Recording Secretary Sandi Millett-Campbell