

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
March 20, 2018 at 6:00 pm**

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

Administration: CAO¹ Gregory Barr and Recording Secretary Sandi Millett-Campbell.

Regrets: Ken Knox

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

2. APPROVAL OF AGENDA:

Addition to the agenda: Under New Business 7. iii) Canada China Tourism 2018

MOTION #MEDC-2018-MAR-20-1

It was moved by Councillor Sanford, seconded by Amy Barr, to approve the March 20, 2018 agenda with the addition under New Business, Canada China Tourism 2018. **Motion carried.**

3. APPROVAL OF THE MINUTES – February 13, 2018

MOTION #MEDC-2018-MAR-20-2

It was moved by Councillor Sanford, seconded by Samantha Myhre, to approve the February 13, 2018 minutes as presented. **Motion carried.**

4. PUBLIC INPUT:

Alan Melanson updated the Committee on the 2018 edition of The Explorer was ready to go to print and they will be printing 25,000 copies again this year.

5. PRESENTATIONS: None

6. BUSINESS ARISING

i. Budget Recommendations to Council

CAO Barr updated the Committee on the budget process with the marketing accounts in the overall general budget. The overall budget is currently drafted for Council review but the Management group is looking to cut \$10,000 out of the marketing budget. The Committee discussed the options to reduce the budget in the advertising print and layout, newsletter and Canada Day line items. The Committee agreed to reducing the advertising print by \$1,500, the advertising layout and design by \$3,500, reducing Canada Day by \$2,500 and reducing the newsletter by \$2,500 (details under that agenda item).

MOTION #MEDC-2018-MAR-20-3

¹ Chief Administration Officer

It was moved by Councillor Sanford, seconded by Amy Barr to recommend to Council to consider the following budget allocations for the 2018/2019 general operating budget; 01-27629Z General Marketing = \$14,875.00; 01-27823Z = ABoT VIC \$6,000; 01-27820Z Historic Gardens = \$5,000; 01-27814Z Twinning = \$210.00 and 01-27807Z Canada Day = \$7,500.00. **Motion Carried.**

ii. Natal Day Committee – Update

Council Sanford updated the Committee on the Natal Day events with the band, Focus booked for the Street Dance, the Committee now has a Parade Marshall and the Wharf Association agreed to allow the Natal Day fireworks on the Annapolis Royal Wharf. This year the Committee will be adding the Freedom of the Town on the Sunday. Also had a meeting with Carrie Murray to review the Apple Blossom Festival and sending Brenda to the festival. The Leadership Committee will be hosting a tea and will be financially supporting Brenda.

iii. Town Crier Newsletter – Budget Costing

The Committee discussed options for reducing costs for the newsletter by reducing the numbers of editions. The Committee agreed to reduce the budget by \$2,500 and think of ways to reduced costs for the next meeting. One option discussed was to reduce the number of annual editions to 9 by creating an newsletter every other month in the slow season.

iv. Strategic Plan – Strategies Discussion

CAO Barr updated the Committee on the process of the Town's Strategic Plan. The plan will be going to the public soon after further review by Council and now looking at the Committee to think about the strategies and the priorities of which ones to be implemented.

7. NEW BUSINESS:

i. Annapolis Royal Film & Television Commission

Mayor MacDonald updated the Committee on the initiative to list your property as a film district. Council agreed to list the Town as a National Historic District. The April Town Crier will encourage people to list their own heritage properties on this site. With the upcoming Cradle of the Nation film, Annapolis Royal could benefit from the production. Mayor MacDonald will do some research and bring back information to the Committee.

ii. FCM Trade Show

Mayor MacDonald updated the Committee on the request to support a trade show at the FCM conference this year in Halifax. A request was received for the Town to contribute \$1,000. The Valley REN recognize the importance of including Annapolis Royal and the Valley REN² will be making the back drop for the trade show and will include a photo of Annapolis Royal. The Valley REN will be looking for compensation as the Town is not a member of the Valley REN.

MOTION #MEDC-2018-MAR-20-4

It was moved by Councillor Sanford, Amy Barr to recommend to Council to support the FCM Trade Show with a donation of \$500. **Motion Carried.** 1 Nay Vote Mayor MacDonald

iii. Canada China Tourism 2018

² Regional Enterprise Network

Mayor MacDonald outlined the letter received from Colin Fraser to promote Canada / China Year of Tourism. The Mayor would like to see the logo displayed at Town Hall and local businesses. The information was also sent to the Annapolis Board of Trade. Mayor MacDonald will contact Colin to see if they can supply the logo to be displayed in our store fronts.

8. TWINNING COMMITTEE MINUTES:

No report this month.

9. CORRESPONDENCE FOR INFORMATION:

- i. Nova Scotia Health Authority Census Information
For information only.

10. ADJOURNMENT:

MOTION #MEDC-2018-MAR-20-5

It was moved by Chris Hopkins to adjourn the meeting at 7:31 pm.

11. Next Meeting: MEDC – April 10, 2018 at 6pm

Chair Owen Elliot

Recording Secretary Sandi Millett-Campbell