

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
April 10, 2018 at 6:00 pm**

Members: Vice-Chair Amy Barr, Mayor Bill MacDonald, Ken Knox, and Chris Hopkins.

Administration: Recording Secretary Sandi Millett-Campbell

Regrets: Chair Elliot, Councillor Holly Sanford and Samantha Myhre

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

2. APPROVAL OF AGENDA:

Addition to the agenda under New Business 7. iv) Film Commission update

MOTION #MEDC-2018-APR-10-1

It was moved by Chris Hopkins, seconded by Ken Knox, to approve the April 10, 2018 agenda with the addition under New Business 7 iv) Film Commission Update. **Motion carried.**

3. APPROVAL OF THE MINUTES – March 20, 2018

MOTION #MEDC-2018-APR-10-2

It was moved by Ken Knox, seconded by Chris Hopkins, to approve the March 20, 2018 minutes as presented. **Motion carried.**

4. PUBLIC INPUT: None

5. PRESENTATIONS: None

6. BUSINESS ARISING

i. Strategic Plan

The Committee discussed the goals and strategies under the four categories. The Committee agreed to start working on the design and functionality of the signage in the Town. A sub-committee had been formed to start working on a Request for Proposal for a plan to review the current signs and new signs that should be added. The Committee talked about the gateway enhancements along highway 1. The Committee also is interested in promoting the Town as a Wedding Destination with a trade show and promotions. The Committee discussed the expansion of the Farmers Market. The Committee would like to invite the Chair of the Farmers Market Board to attend the next meeting. Due to the missing Committee members the Committee decided to table discussion until next month to discuss the sub-committees.

ii. Town Crier Newsletter Options

Vice-Chair Barr updated the Committee on working on reducing the budget item for the Town Crier Newsletter. Options of reducing the number of issues, on-line only, printing minutes on off months to keep the tax payer up-to-date on the minutes only, and tourists need extra copies in the summer months and keep coloured issues. Vice-Chair Barr will talk with Councillor Sanford on starting up the Sub-Committee to make a recommendation to MEDC next month.

7. NEW BUSINESS:

i. Rainbow Ride and Pride Day in Wolfville & Annapolis Royal

Mayor MacDonald talked with the Mayor of Wolfville and ideas how to connect the two towns. The Mayor of Wolfville suggested that working together with their Pride week in Wolfville. Mayor MacDonald discussed having a bicycle ride from Wolfville on the Harvest Moon Trail ending at the Annapolis Royal Farmers Market and then a picnic at the Amphitheatre. Waiting to hear from Wolfville to find out the dates of their Pride Week to proceed with an event of some kind in Annapolis Royal. Mayor MacDonald will continue will discussions on possible events led by the community.

ii. MEDC / ABoT Spring Lunch

CDC¹ Millett-Campbell updated the Committee on the status of the Spring Luncheon. The Annapolis Board of Trade will be discussing the luncheon this month at their monthly meeting and will update the findings next month.

iii. Royan Interns Reception

CDC Millett-Campbell updated the Committee on the arrival of the two Royan Interns and the Town's part of hosting a reception for the students. The Committee has no restricted dates the week of June 18-22, 2018. CDC Millett-Campbell will pick a date for the reception and send it out to Committee members.

iv. Film Commission

Mayor MacDonald is looking to start to encourage the Town as part of the Film Commission. The Town has been part of a film production and looking to start a Commission to promote the Town as a film destination. The Mayor has a couple of interested people on being members on a Commission and working as a free standing committee of the Town.

8. TWINNING COMMITTEE MINUTES:

For information only.

9. CORRESPONDENCE FOR INFORMATION:

i. Nova Scotia Health Authority Census Information

For information only.

10. ADJOURNMENT:

MOTION #MEDC-2018-APR-10-3

It was moved by Chris Hopkins to adjourn the meeting at 7:26 pm.

11. Next Meeting: MEDC – May 8, 2018 at 6pm

Vice-Chair Amy Barr

Recording Secretary Sandi Millett-Campbell

¹ Community Development Coordinator