

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
May 8, 2018 at 6:00 pm**

**Members:** Chair Elliot, Vice-Chair Amy Barr, Councillor Holly Sanford, Mayor Bill MacDonald, (ex-officio), Ken Knox, Samantha Myhre and Chris Hopkins.

**Administration:** Recording Secretary Sandi Millett-Campbell

**Regrets:** None

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

2. **APPROVAL OF AGENDA:**

**MOTION #MEDC-2018-MAY-08-1**

It was moved by Chris Hopkins, seconded by Ken Knox, to approve the May 8, 2018 agenda as presented.

**Motion carried.**

3. **APPROVAL OF THE MINUTES** – April 10, 2018

**MOTION #MEDC-2018-MAY-08-2**

It was moved by Mayor MacDonald, seconded by Chris Hopkins, to approve the April 10, 2018 minutes as presented. **Motion carried.**

4. **PUBLIC INPUT:** None

5. **PRESENTATIONS:**

i. Farmers' Market – Doug Brown

President of the Farmers' Market, Doug Brown updated the Committee on the recent AGM and the new Board of Directors. The Farmers' Market Board is looking to use the website and social media for communicating with its members and the public. The Farmers' Market Board has joined the Annapolis Board of Trade as a member. The Board is looking at increasing the marketing budget and the possibilities with working with the Town on advertising. Due to the lost of tables along Church Street a group of members met with the Town to discuss options to change the table site plan and now all the tables have been relocated. The Board is thinking of starting a monthly newsletter for their customers and members as a communication piece. Councillor Sanford questioned the possibility to extend the market an extra hour. Doug Brown informed the Committee that the Farmers' market is the 2<sup>nd</sup> largest market and 2<sup>nd</sup> oldest market in the province and looking forward to a good season.

ii. Outdoor Recreation – Doug Brown

Doug Brown updated the Committee on how Annapolis Royal is missing out on promoting the Town as a cycling destination. Tourism Nova Scotia only has one route and the route is not the most appealing route that is currently being promoted. Mr. Brown showed the website [ridewithgps.com](http://ridewithgps.com) and how the Town could turn this opportunity into a positive link to the Town. The website fits with the experiential tourism and is good for canoe routes, bird watchers and cyclists. Mayor MacDonald recommended that Valley Connects be a good location for further information from Noah Scanlan.

iii. Spring Luncheon

CDC Millett-Campbell read the correspondence received from Mr. Mersereau on the cancellation of the Spring Luncheon and that the ABoT will promote an Open House at the Visitor Information Centre on June 7<sup>th</sup> at 7pm.

**6. BUSINESS ARISING**

i. Strategic Plan

The Committee discussed the goals and strategies under the four categories. A sub-committee was revived to review signage in Town and complete a Request for Proposals for the 2019/2020 budget. The sub-committee set a date to start work on the request for May 24 at 6pm. The Committee talked about the information received tonight from the Farmers Market board and will see on working on an expansion plan. Under the Destination Marketing category the Committee discussed setting a new goal of advertising media with working with the ride with gps website. The Committee would like to recommend to get Noah to talk with Doug Brown and see if it is something that can benefit the Town. Councillor Elliot will start the conversation with Active Living Coordinator.

ii. Town Crier Newsletter Options

Vice-Chair Barr updated the Committee on working to reduce the budget item for the Town Crier Newsletter coloured issues. Vice-Chair Barr talked with Councillor Sanford, from the previous Sub-Committee, and would like to see the slower month issues to be combined and just print and distribute the approved motions on the months with no issue. This will keep the taxpayers up to date on the monthly meetings.

**MOTION #MEDC-2018-MAY-08-3**

It was moved by Councillor Sanford, seconded by Amy Barr to a recommend to Council that the Town Crier combine Nov/Dec, Jan/Feb, March/April into one issue bi-monthly and print off a one page for the Council approved motions. **Motion Carried.**

iii. Wedding Destination

CDC Millett-Campbell updated the Committee on the quotes received for videographers for the August date with the three weddings in Town. The Committee discussed the opportunity to capture the day but decided that with no money allocated in the budget and no set plan the Committee decided not to proceed at this time.

**7. NEW BUSINESS:**

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

Mayor MacDonald updated the Committee on pride week in Wolfville and working together on this event. Wolfville would like to see the ride start in Annapolis Royal at the Farmers Market on July 28th and ride to Wolfville. Mayor MacDonald is still waiting to hear from the Mayor from Wolfville.

ii. MEDC / ABoT Spring Lunch

CDC<sup>1</sup> Millett-Campbell confirmed that with the Board of Trade changing the event to the Visitor Information Centre Open house that the Town will not be participating in a Spring Luncheon.

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<sup>1</sup> Community Development Coordinator

iii. Film Commission

Mayor MacDonald has a meeting scheduled with Dana Perry. Mayor MacDonald will update the Committee after the meeting.

**8. TWINNING COMMITTEE MINUTES:**

CDC Millett-Campbell updated the Committee that the students have arrived and are sharing an office upstairs.

**9. CORRESPONDENCE FOR INFORMATION:**

i. Thank You – Monica Forrestall  
For information only.

ii. Thank You – Annapolis Heritage Society.  
For information only.

**10. ADJOURNMENT:**

**MOTION #MEDC-2018-MAY-08-4**

It was moved by Chris Hopkins to adjourn the meeting at 7:25 pm.

**11. Next Meeting: MEDC – June 12, 2018 at 6pm**

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Chair Owen Elliot

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Recording Secretary Sandi Millett-Campbell