

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
October 9, 2018 at 6:00 pm**

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

Administration: Recording Secretary Sandi Millett-Campbell

Regrets: Chris Hopkins

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

2. APPROVAL OF AGENDA:

MOTION #MEDC-2018-OCT-09-1

It was moved by Councillor Sanford, seconded by Ken Knox, to approve the October 9, 2018 agenda as presented. **Motion carried.**

3. APPROVAL OF THE MINUTES – September 11, 2018

MOTION #MEDC-2018-OCT-09-2

It was moved by Councillor Sanford, seconded by Ken Knox, to approve the September 11, 2018 minutes as presented. **Motion carried.**

4. PUBLIC INPUT: None

5. PRESENTATIONS: Twinning Committee – Christine Igot

Chair of the Twinning Committee, Christine Igot, updated the Committee on the Royan Internship program from May and June 2018. The program was successful with the interns completing a French brochure for the Visitor Information Centre to use and a coupon booklet for the Annapolis Board of Trade. Ms Igot just returned from a trip to Royan where she met with the interns and had a visit to the school. The school has two more students interested in coming to Annapolis Royal next year. The Twinning Committee is scheduled to attend Royan in October 2019, with the official invitation on the way inviting the Mayor and the delegates to Royan. Ms Igot would like to see the Mayor attend the visit and thinks it should be funded by the Town and the Town should consider celebrating the death of Pierre Dugua de Mons on February 22.

6. BUSINESS ARISING

i. Strategic Plan

The Committee discussed moving forward on the Strategic Plan and finding the data to use as the baseline. The census data from 2016 can be used for the population baseline. Mr Knox and Councillor Sanford will work together on putting together a short survey on the business stats and will go door to door with the survey. Mayor MacDonald will look into an empty lots inventory. For the destination marketing numbers the

Committee will be contact Parks Canada, VIC¹, Annapolis Royal Historic Gardens, and Kings' Theatre. Chair Elliot would like a reminder sent to the Committee members to bring their homework.

ii. Valley REN² - Update

The Committee discussed the responses supplied by CAO³ of joining the REN and the financial contribution.

MOTION #MEDC-2018-OCT-09-3

It was moved by Councillor Sanford, seconded by Amy Barr, to recommend to Council that the Town of Annapolis Royal become a member of the Valley REN at \$1800 with a 12 month notice period. **Motion carried.**

iii. Keg, Cask and Food Festival Update

Samantha Myhre updated the Committee on the completion of the festival. The festival made a small amount of money and included almost 200 participants. Venders are signing up for next year, and the Committee is looking forward to continuing next year. The new Chair is Matt Dagenais-Gaw and he is getting the excitement moving forward for next year. The Committee thanked Ms Myhre for all her hard work chairing the Committee this year.

iv. The Academy Sign Update

The Committee discussed the two options and would like to see changes to each one distributed to the Committee by email to make a decision on moving forward. On Version 1 they would like to see the side mounts and the window design look more like the actual window of the Academy. On Version 2 add the Town Logo to the top of the board (logo picture only, no tag line). On both versions they would like to see the letter font increased on the community board section, remove arrows and include the universal symbols for each label, see how many words would be on each line in that section, update the spelling on Centre and update the wood trim to be all metal for easier maintenance. Staff will send the changes to the architect and will email around the update versions for the Committee to vote on one.

7. NEW BUSINESS:

i. Christmas Promotion / Decorating Committee

Mayor MacDonald updated the Committee on the Parade of Lights meeting last week. Looking for volunteers to help with the decorating this year. The Committee would like to give 2 sets of the lights and a timer to each business to light up the town from 4-10pm. Mayor MacDonald is going to see what the Town has for inventory and look into lighting up the street.

8. TWINNING COMMITTEE MINUTES: None

9. CORRESPONDENCE FOR INFORMATION: None

10. ADJOURNMENT:

MOTION #MEDC-2018-OCT-09-4

It was moved by Mayor MacDonald to adjourn the meeting at 7:39 pm.

11. Next Meeting: MEDC – November 13, 2018 at 6pm

¹ Visitors Information Centre

² Regional Networking Enterprise

³ Chief Administrative Officer

Chair Owen Elliot

Recording Secretary Sandi Millett-Campbell