

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
September 11, 2018 at 6:00 pm**

Members: Chair Elliot, Councillor Holly Sanford, Samantha Myhre, Ken Knox and Chris Hopkins.

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

Regrets: Vice-Chair Amy Barr and Mayor Bill MacDonald (ex-officio)

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

2. APPROVAL OF AGENDA:

MOTION #MEDC-2018-SEPT-11-1

It was moved by Councillor Sanford, seconded by Samantha Myhre, to approve the September 11, 2018 agenda as presented. **Motion carried.**

3. APPROVAL OF THE MINUTES – July 10, 2018

MOTION #MEDC-2018-SEPT-11-2

It was moved by Councillor Sanford, seconded by Chris Hopkins, to approve the July 10, 2018 minutes as presented. **Motion carried.**

4. PUBLIC INPUT: None

5. PRESENTATIONS: Valley REN² – Deborah Dennis

Deborah Dennis and James Schofield updated the Committee on the Valley REN's mandate, branding and the strategy of the Valley REN for the next three years. The Town's contribution is approximately \$2,000 (to be confirmed) with the Province that will commit the same amount to the REN. The Committee asked questions on the benefits for the Town being a part of the REN.

6. BUSINESS ARISING

i. Strategic Plan

Chair Elliot recommended to postpone the discussion due to the presentation this month.

ii. Natal Day Update

Councillor Sanford updated the Committee on the Natal Day Weekend. The Natal Day Committee held a wrap up meeting last night. Everything seemed to go smoothly. The events were well attended. The fireworks went off well and safety wise this is the best location. The Leadership program will continue and hopefully there would be candidates next year.

¹ Chief Administrative Officer

² Valley Regional Enterprise Network

iii. Keg, Cast and Food Festival Update

Samantha Myhre updated the Committee on the upcoming event on September 29th, 2018. Tickets are slow moving and last minutes. Glasses, tag, posters are done. Select Nova Scotia approved funding of \$600 to the event.

iv. The Academy Sign Update

CAO Barr updated the Committee on moving forward with the sign. Staff worked on finding a sample design and sent it out to commercial sign companies for a quotes. After working with the sign companies staff decided to go in a different direction. CAO Barr sent a request out to Jost Architects to design some ideas for review. Staff will have some designs to show at the next month's meeting.

7. NEW BUSINESS:

i. Valley REN Discussion

Chair Elliot starting the discussion on having a partnership with the Valley REN. The Committee would like to confirm the amount of funding required to participate and how long of the commitment is. CAO Barr will talk to Wolfville CAO on the time commitment and see why they are withdrawing. The Committee still has some questions that need to be clarify before the Committee is willing to make a recommendation to Council.

8. TWINNING COMMITTEE MINUTES:

For Information only.

9. CORRESPONDENCE FOR INFORMATION: None

CAO Barr updated the Committee on how the strategic plan will move forward and how this Committee moves forward on the four categories, Business Retention & Expansion, Destination Marketing, Population Growth and Land Development. Everything that comes forward to the Committee should be focused on these four areas only. CAO Barr will add a discussion to the next Committee of the Whole on the possibility of having a Community Development and separate Economic Development Committee.

10. ADJOURNMENT:

MOTION #MEDC-2018-SEPT-11-3

It was moved by Chris Hopkins to adjourn the meeting at 7:46 pm.

11. Next Meeting: MEDC – October 9, 2018 at 6pm