

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
November 13, 2018 at 6:00 pm**

Members: Chair Councillor Owen Elliot, Councillor Holly Sanford, Mayor MacDonald (ex-officio), Chris Hopkins and Ken Knox

Administration: Recording Secretary Amy MacManus

Regrets: Vice-Chair Amy Barr and Samantha Myhre

1. CALL TO ORDER: Chair Elliot called the meeting to order at 5:52 p.m.

2. ADDITIONS TO THE AGENDA

- i. Under Section 10, Correspondence: Tourism Nova Scotia – Digital Marketing

3. APPROVAL OF AGENDA

MOTION #MEDC-2018-NOV-13-1

It was moved by Chris Hopkins, seconded by Mayor MacDonald, to approve the November 13, 2018 agenda as amended. **Motion carried.**

4. APPROVAL OF THE MINUTES – October 9, 2018

MOTION #MEDC-2018-NOV-13-2

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

5. PUBLIC INPUT

6. PRESENTATIONS

- i. 'Amazing Places' Programme Participation – Bryan Mood

Bryan Mood, Executive Director for the Southwest Nova Biosphere Region Association (SNBRA), presented on the organization and their Amazing Places program. Discussion between presenter and committee members.

7. BUSINESS ARISING

- i. Strategic Plan – Strategies Discussion

Councillor Sanford and Ken Knox have not yet met regarding the door-to-door survey. It was decided the baseline data is required in order to proceed with determining strategies. Item to be again added to the next MEDC agenda.

8. NEW BUSINESS

- i. Membership Renewals

All committee members present offered to renew their positions on the Committee. Staff will check with the missing members whether or not they want to re-offer.

- ii. Vendor Brochure Request

The Committee discussed whether or not to offer financial support for the brochure. It was decided to table the discussion until the creator of the brochure can present to the Committee.

9. TWINNING COMMITTEE MINUTES / REPORT

10. CORRESPONDENCE FOR INFORMATION

i. Tourism Nova Scotia – Digital Marketing

Mayor MacDonald presented the email from Tourism Nova Scotia regarding their digital marketing proposal. Mayor MacDonald will review the proposal in depth and present it to Council on November 19th.

11. ADJOURNMENT

MOTION #MEDC-2018-NOV-13-2

It was moved by Councillor Sanford, seconded by Ken Knox to adjourn the meeting at 7:03p.m. **Motion carried.**

12. NEXT MEETING: December 11, 2018 at 6:00 pm

Chair Owen Elliot

Recording Secretary Amy MacManus