

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

Members: Chair Elliot (arrived 6:30pm), Vice-Chair Amy Barr, Councillor Holly Sanford (arrived 6:20pm), Mayor Bill MacDonald (ex-officio), Samantha Myhre, Ken Knox and Chris Hopkins.

Administration: Recording Secretary Sandi Millett-Campbell

Regrets: None

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

2. APPROVAL OF AGENDA:

MOTION #MEDC-2018-DEC-11-1

It was moved by Chris Hopkins, seconded by Samantha Myhre, to approve the December 11, 2018 agenda as presented. **Motion carried.**

3. APPROVAL OF THE MINUTES – November 13, 2018

MOTION #MEDC-2018-DEC-11-2

It was moved by Ken Knox, seconded by Chris Hopkins, to approve the November 13, 2018 minutes as presented. **Motion carried.**

4. PUBLIC INPUT: None

5. PRESENTATIONS: Venue Brochure Project – Nancy Godfrey

Nancy Godfrey presented a brochure on the Venue Guide for Artist. The request is to support the event for the sponsorship to make in the tote bag for the Folk Alliance International Conference in February 13-17, 2019 located in Montreal. The request is for \$400 for the sponsorship and printing costs of 3000 brochures to be used as bag stuffers at the conference. Mayor MacDonald inquired if the Town Logo could be added on the brochure if sponsorship was supported.

MOTION #MEDC-2018-DEC-11-3

It was moved by Chris Hopkins, seconded by Ken Knox to recommend to Council to approve the financial support of \$400 to the venue guide project. **Motion Carried.**

6. BUSINESS ARISING

i. Strategic Plan

The Committee discussed the survey results received to date. Mr Knox will follow up on surveys not submitted with the business owners. The Committee discussed the survey and the data collected. Mr Knox will reach out to the B & B's and air BnB's to be included in the data collected. The Committee talked about getting more information from the Valley REN on business numbers once we are members.

7. NEW BUSINESS:

i. Website Addition – Volunteer Page

CDC¹ Millett-Campbell outlined the attached PowerPoint on Volunteers from the Destination Development Association. CDC Millett –Campbell would like to see a page added to our website to support and promote volunteers in our Town. The Committee discussed the option of hiring a position to collect and maintain the Volunteer information received.

MOTION #MEDC-2018-DEC-11-4

It was moved by Chair Owen Elliot, seconded by Ken Knox to recommend to Council to consider the implementation of a volunteer coordinator position and direct staff to investigate funding to support the position. **Motion Carried.**

ii. Membership Thank You

The Committee thanked Samantha Myhre for all her hard work over the past two years on the committee.

8. TWINNING COMMITTEE MINUTES:

For information only.

9. CORRESPONDENCE FOR INFORMATION:

i. King's Transit Advertising

The Committee discussed spending money in Halifax area instead of the local bus. Not at this time. The Committee would like to see quotes on advertising in Halifax at the airport, bus wrapping or billboards.

10. ADJOURNMENT:

MOTION #MEDC-2018-DEC-11-4

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

11. Next Meeting: MEDC – January 8, 2019 at 6pm.

Chair Owen Elliot

Recording Secretary Sandi Millett-Campbell

¹ Community Development Coordinator