

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

**Members:** Chair Owen Elliot, Vice-Chair Amy Barr, Councillor Holly Sanford, Mayor Bill MacDonald (ex-officio), Connie Arnold, Ken Knox 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. **Welcome** to Connie Arnold. Introductions of Committee members.
3. **APPROVAL OF AGENDA:**  
Addition under Business Arising 7. iii) Advertising Costs

**MOTION #MEDC-2019-JAN-09-1**

It was moved by Chris Hopkins, seconded by Ken Knox, to approve the January 8, 2019 agenda as amended.

**Motion carried.**

4. **APPROVAL OF THE MINUTES** – December 11, 2018

**MOTION #MEDC-2019-JAN-09-2**

It was moved by Councillor Sanford, seconded by Vice-Chair Barr, to approve the December 11, 2018 minutes as presented. **Motion carried.**

5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:** none
7. **BUSINESS ARISING**

i. **Strategic Plan**

Chair Elliot updated the Committee on the strategic plan and moving forward. The Committee is at a stand still until Council approves the strategic plan.

ii. **Community Development Advisory Committee Policy**

Mayor MacDonald updated the Committee on the draft policy received from staff at Committee of the Whole. Council was concerned on the direction of the two Committees and refer it back to MEDC<sup>1</sup> for further discussion. The Committee discussed to the options on having the two Committees or just one Committee. The Committee decided to continue with the one Committee and update the mandate to match the current procedures.

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<sup>1</sup> Marketing & Economic Development Committee

**MOTION #MEDC-2019-JAN-09-3**

It was moved by Ken Knox, seconded by Councillor Sanford to recommend to Council to expand the current mandate for the Marketing & Economic Development Committee to include Community development. **Motion Carried.**

**MOTION #MEDC-2019-JAN-09-4**

It was moved by Councillor Sanford, seconded by Ken Knox to recommend to Council to remove item 4. 'The mandate of the Committee does not include running events.' on the current Marketing & Economic Development mandate. **Motion Carried.**

iii. Advertising Cost

Mayor MacDonald updated the Committee on numbers for advertising on Halifax buses and advertising at the Halifax airport. Both options each came in around the \$10K. The Committee discussed the benefits of each option and when the most beneficial time to advertise would be.

**8. NEW BUSINESS:**

i. Budget Items

The Committee discussed items to be included in the 2019/2020 budget requests. The Committee agreed to add the Wayfinding RPF in the budget for \$10K, as the RFP is prepared and ready to go for advertising. The Committee would also like to include \$20K for media advertising either at the airport and/or Halifax area.

ii. Budget meeting dates

The Committee agreed to meet on February 20<sup>th</sup> and February 26<sup>th</sup> if a second date is required to receive the presentations from the Donations and Grant applications.

iii. Facebook Post Volunteer Required

Vice-Chair Barr has stepped down from MEDC due to moving away in February. Vice-Chair Barr is looking for someone to continue with the Facebook and Instagram updates and post. Ken Knox agreed to take on the tasks for a six month trial period.

**9. TWINNING COMMITTEE MINUTES: None**

**10. CORRESPONDENCE FOR INFORMATION: None**

**11. ADJOURNMENT:**

**MOTION #MEDC-2019-JAN-09-5**

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

**12. Next Meeting: MEDC – February 12, 2019 at 6pm.  
Budget – February 20, 2019 at 6pm.  
Budget – February 26, 2019 at 6pm.**

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**Chair Owen Elliot**

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**Recording Secretary Sandi Millett-Campbell**