

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
February 12, 2018 at 6:00 pm**

Members: Councillor Holly Sanford, Mayor Bill MacDonald (ex-officio), Connie Arnold, and Ken Knox.

Administration: Recording Secretary Sandi Millett-Campbell

Regrets: Chair Owen Elliot and Chris Hopkins

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

2. APPROVAL OF AGENDA:

Addition under New Business 8. viii) 400th Anniversary of the Charter

Addition under New Business 8. ix) Rose Fortune Plaque Unveiling

MOTION #MEDC-2019-Feb-12-1

It was moved by Ken Knox, seconded by Mayor MacDonald, to approve the February 12, 2019 agenda as amended. **Motion carried.**

3. APPROVAL OF THE MINUTES – January 8, 2019

MOTION #MEDC-2019-FEB-12-2

It was moved by Mayor MacDonald, seconded by Ken Knox, to approve the January 8, 2019 minutes as presented. **Motion carried.**

4. PUBLIC INPUT: None

5. PRESENTATIONS:

i. Proposed Marketing Video Project – Visual Journalist Andrew Tolson

Mr Tolson presented his idea of delivering a new video to promote the Town. The Committee watched the McLean's magazine promotional video that Mr Tolson prepared many years ago. Mr Tolson outlined the deliverables of three one minute videos, four short videos for social media, a variety of stills from each scenario in the video, and consulting on strategy for video on social media at the cost of \$4,000. All content (stills or video) will be owned by Mr Tolson, but freely available to the Town for any usage.

6. BUSINESS ARISING

i. Strategic Plan

Tabled to next meeting.

ii. Volunteer Coordinator

The Committee reviewed the website from the province for volunteers, www.volunteers.ca. The Committee discussed how to proceed with the position and what the responsibilities should be. The Committee tabled the discussion to the next meeting.

7. NEW BUSINESS:

i. Appointment of Vice-Chair

Ken Knox has been appointed vice-chair by acclamation.

ii. Budget Presentation Request

The Committee agreed to meet on February 20th and February 26th if a second date is required to receive the presentations from the Donations and Grant applications. The Committee reviewed all applications and made changes to the funding request and agreed to receive presentations from King's Theatre, Annapolis Royal Historic Gardens and PBJ Design Society. Community Development Coordinator (CDC) Millett-Campbell will make the arrangements with the groups to present to the Committee. The Committee requested the groups bring financial statements to the meeting.

iii. Request for Decision – Donation & Grant Policy Change

The Committee reviewed the request for decision and decided not to change the current policy.

iv. Town Crier Monthly Newsletter

The Committee agreed that the monthly newsletter needs to reduce the budget expenses. The Committee would like to have the newsletter in colour, matt paper, and recycle paper if possible. The Committee would like to see samples of the changes before making a budget decision. CDC Millett-Campbell will contact the current supplier and see where cuts can be made. The suggested budget is \$6000 for this line item.

v. Canada Day Budget

The Committee discussed the signature event and the budget line for the expenses. The Committee agreed to change the Kitchen Party and free lobster rolls to Food Trucks on the wharf, music at the 'O' and events at Fort Anne. The Committee agreed to set up a sub-committee to help with the organizing of the events for Canada Day. The Committee agreed to reduce the budget line to \$3,500. The Town has received a grant for \$1250.

vi. Sub-Committee Volunteer Recruitment

The Committee agreed to look for volunteers for Canada Day. Mr Knox will set up a Facebook post looking for volunteers and giving them specific tasks and times.

vii. Pierre Dugua Day – February 22, 2019

The Committee agreed on promoting Pierre Dugua Day. This year the Town will post an article on Facebook on February 22. Mayor MacDonald will include information in his Mayor Message in the next Town Crier edition. Mayor MacDonald will follow up with Ms Igot on the letter she submitted to the Committee.

viii. 400th Anniversary of the Nova Scotia Charter 2021

Mayor MacDonald updated the Committee on applying for funding to support and promote an event to celebrate the 400th Anniversary of the Nova Scotia Charter in 2021. Mayor MacDonald has volunteer to set up and Chair a sub-committee/working group to organize the event.

ix. Rose Fortune Plaque Unveiling

Mayor MacDonald updated the Committee on the proposed site at the King's Theatre Plaza to install the Rose Fortune monument. Mayor MacDonald would like to see the plaza renamed for Rose Fortune at the time the monument is installed. The proposed date is October 2019.

8. TWINNING COMMITTEE MINUTES: None

9. CORRESPONDENCE FOR INFORMATION:

- i. Gleann ne Glaeilge Update – For information only.

The Committee agreed to remove the \$10K advertising on the Halifax buses and replace it with the Marketing Video Project for \$4K in the budget requests.

10. ADJOURNMENT:

MOTION #MEDC-2019-FEB-12-5

It was moved by Mayor MacDonald to adjourn the meeting at 8:58 pm.

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

Chair Holly Sanford

Recording Secretary Sandi Millett-Campbell