

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

Members: Chair Owen Elliot, Vice-Chair Ken Knox, Councillor Holly Sanford, and Connie Arnold

Administration: Recording Secretary Sandi Millett-Campbell

Regrets: Chris Hopkins 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-2019-Mar-12-1

It was moved by Ken Knox, seconded by Councillor Sanford, to approve the March 12, 2019 agenda as presented. **Motion carried.**

3. APPROVAL OF THE MINUTES – February 12, 2019

MOTION #MEDC-2019-MAR-12-2

It was moved by Councillor Sanford, seconded by Ken Knox, to approve the February 12, 2019 minutes as presented. **Motion carried.**

4. PUBLIC INPUT: None

5. PRESENTATIONS: None

6. BUSINESS ARISING

i. Strategic Plan

The Committee discussed the timeline and decided to add the strategic plan to the agenda quarterly.

ii. Budget Discussion

The Committee reviewed the budget as presented by staff. The Committee made a couple of changes to the budget to add music at the Amphitheatre on every other Saturday throughout July and August for \$1500, shuttle bus for the Christmas Markets \$600, and general account of \$2500.

MOTION #MEDC-2019-MAR-12-3

It was moved by Councillor Sanford, seconded by Ken Knox, to recommend to Council to consider the following budget allocations for the 2019/2020 general operating budget; 01-27629Z General Marketing = \$17,839.50; 01-27823Z = ABoT \$5,750; 01-27820Z Historic Gardens = \$3,000; 01-27814Z Twinning = \$1020 and 01-27807Z Canada Day = \$3,500.00. **Motion Carried.**

MOTION #MEDC-2019-MAR-12-4

It was moved by Ken Knox, seconded by Connie Arnold to recommend to Council to pre-approve \$500 from the 2019-2020 general operating budget for the Easter Eggstravaganza. **Motion Carried.**

iii. Volunteer Coordinator

The Committee discussed how the Committee would like to see a Volunteer Coordinator position to encourage people in the Community to become a new volunteer and to work with the many volunteers that we currently have. Working with the schools, local organizations, and who is in need of volunteers and making the connections. Having one person to pull all the information together and look for funding. The Committee would like to revisit the opportunity to have a coordinator to help with the revitalization of volunteerism.

iv. Canada Day Sub-Committee

The Committee is considering setting up a subcommittee. Ken is going to push it on Facebook and Instagram. Councillor Sanford agreed to help out on the sub-committee. The ads will run until mid-April and then a date will be set to start the planning the event.

v. Town Crier Monthly Newsletter

The Committee reviewed the two samples with the colour on the covers and black and white on the inside pages and the two qualities of the paper. The cost would be decreased to 0.92 per issue on either paper quality. The Committee discussed the revenue offsetting the cost of the newsletters and would like to increase the costs to \$15 for a business card and \$30 for a double ad, with a minimum of 3 month subscription. The Committee would like to see the ads go on the back page and change the location of the calendar of events. The Committee also discussed the option of getting annual sponsorship from business to help reduce the cost of the newsletter. The Committee agreed to the change of the current newsletter to the 80lb silk paper with the colour on the outside pages only, and the increase in ad fees to \$15 for a business card and \$30 for a double ad and increase the number of ads to the maximum on the one page.

7. NEW BUSINESS:

i. TD Bank's Friends of the Environment Foundation Grant Program

Connie Arnold suggested an idea for a grant application for the 2021 budget year. Due to the extreme drop off in bees, birds, monarch butterfly and bats in the area the Town could apply to plant areas in Town with wild flowers from Bridgetown to Digby and promote as a green town. The Committee discussed the idea and thought it might be a better fit with Annapolis County. Ms Arnold will reach out to Mr Flemming and outline her idea for the funding project. The grant program will also be sent to the Environment Committee for their review.

8. TWINNING COMMITTEE MINUTES: None

9. CORRESPONDENCE FOR INFORMATION: None

10. ADJOURNMENT:

MOTION #MEDC-2019-MAR-12-5

It was moved by Councillor Sanford to adjourn the meeting at 7:38 pm.

11. Next Meeting: MEDC – April 9, 2019