

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
December 10, 2019 at 6:00 pm**

Members: Chair Ken Knox, Vice-Chair Holly Sanford, Mayor Bill MacDonald (ex-officio), Connie Arnold, Michael Tompkins and Tereasa Carlisle.

Administration: Recording Secretary Sandi Millett-Campbell

Regrets: None

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

2. **APPROVAL OF AGENDA:**

MOTION #MEDC-2019-DEC-10-1

It was moved by Councillor Sanford, seconded by Michael Tompkins, to approve the December 10, 2019 agenda as presented. **Motion carried.**

3. **APPROVAL OF THE MINUTES** – November 12, 2019

MOTION #MEDC-2019-DEC-10-2

It was moved by Councillor Sanford, seconded by Connie Arnold, to approve the November 12, 2019 minutes as presented. **Motion carried.**

4. **PUBLIC INPUT:** None

5. **PRESENTATIONS:** None

6. **BUSINESS ARISING**

i. Wayfinding

The Committee reviewed pictures of some of the signs as seen driving on Prince Albert Road. Mayor MacDonald is currently working on providing the Committee an inventory of the signage, but the Committee agrees that there are too many signs in Town and the colour scheme is not appropriate to draw the attention of the driver. The Committee would like to consider the signage to direct the traffic on to St Anthony Street at the intersection at the Fire Hall to the Farmers' Market parking area and remove the map off King's Theatre and relocate it at the Market Square by the free parking. The Committee also discuss if Council should consider charging for parking, to encourage the business staff to park at allotted parking spaces at a cheaper rate. Ms Arnold and Councillor Sanford will investigate what our historic towns do for parking options.

ii. Art Benches

Chair Knox noted that the project is at a stand still and waiting for contact information.

iii. 400th Anniversary Update of the Charter 2021

Mayor MacDonald has reached out to Chief Potter to meet and discuss the plans for the event in 2021. At this time the working group has not met.

iv. Tolson Video Project

Interim CAO Millett-Campbell updated the Committee on the video project and the timeline for the draft product is January 2020. The project will include two videos: Come visit Annapolis Royal and Come Live in Annapolis Royal, and a one-minute video to be shared on social media platforms.

v. Pollinator Project Update

Ms Arnold updated the Committee with her meeting at Clean Annapolis River Project and the deadline of January 15, 2020. Ms McLean met with Interim CAO to discuss the option of the Town submitting the grant application and ideas of what town owned property could be used for the project. Ms McLean will submit a draft application the first week in January.

Mr Tompkins reviewed the grant options with Grant Connect Canada and discovered that the Historic Gardens had a membership and has let it expire. One option is for a Non-for-Profit group to apply for the membership through Grant Connect for a 3-year term at \$33/month. The Committee discussed if this is something that the Town could cost share with other non-for-profits and for all groups to access the grant information. Mr Tompkins will contact some of the groups to see if there is an interest in a group financially committing to paying for one year each out of the three years.

MOTION #MEDC-2019-DEC-10-3

It was moved by Michael Tompkins, seconded by Councillor Sanford, to set up a sub-committee to explore the options of subscribing to Grant Connect Canada and Theresa Carlisle will investigate the financial contribution and the program to inform the Committee. **Motion Carried.**

7. NEW BUSINESS:

i. Karaoke at the Amphitheatre

Councillor Sanford would like to see if Karaoke would be possible event for the summer months at the amphitheatre. The Committee discussed the options of working with the Legion or hiring someone to host the event for the Town. Councillor Sanford will research the possibilities and costs to host the event.

8. TWINNING COMMITTEE MINUTES: None

9. CORRESPONDENCE FOR INFORMATION:

i. Monica Forrestall Update

For information only.

ii. Gleann na Gaeilge Update

For information only.

10. ADJOURNMENT:

MOTION #MEDC-2019-DEC-10-04

It was moved by Michael Tompkins to adjourn the meeting at 7:15 pm.

11. Next Meeting: January 14, 2019

Chair Ken Knox

Recording Secretary Sandi Millett-Campbell