

Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved 0Minutes
February 11, 2020 at 6:00 pm

Members: Chair Ken Knox, Vice-Chair Councillor Holly Sanford, Councillor Paula Hafting, Mayor MacDonald (ex-officio), Connie Arnold, Michael Tompkins and Teresa Carlisle (via Skype)

Administration: Interim CAO Sandi Millett-Campbell, Recording Secretary Natalia Gartley

Guests: Alan Melanson, Durline Melanson

1. **CALL TO ORDER:** Chair Knox called the meeting to order at 6:00 pm and welcomed the guests.
2. **ADDITIONS TO THE AGENDA**
 - i. Under New Business 8.vii, Bookmarks
3. **APPROVAL OF AGENDA**
MOTION #MEDC-2020-FEB-11-1
It was moved by Michael Tompkins, seconded by Councillor Sanford, to approve the February 11, 2020 agenda as amended. **Motion carried.**
4. **APPROVAL OF THE MINUTES – January 14, 2020**
To add Councillor Hafting to the list of the members.

MOTION #MEDC-2020-FEB-11-2
It was moved by Councillor Sanford, seconded by Michael Tompkins, to approve the January 14, 2020 minutes as amended. **Motion carried.**
5. **PUBLIC INPUT - None**
6. **PRESENTATIONS**
 - i. The Explorer – Alan Melanson
Alan Melanson gave a presentation to the committee on the Explorer, its history as well as values to the community, visitors and Town. It was stated that pricing hasn't been changed for 26 years. Melanson proposed a special guaranteed 3-year or 5-year rate options to the Committee. Durline Melanson thanked the Committee and Town for the continued support and reinforced the value provided by the Explorer.

Mayor MacDonald thanked Alan and Durline Melanson for the incredible value the Explorer provides to the Town and visitors.

The committee discussed the maps included in the Explore Guide. The Town will contribute to the Explorer Guide as a whole.

MOTION #MEDC-2020-FEB-11-3
*It was moved by Michael Tompkins, seconded by Councillor Hafting, to recommend to the Council to support the Explorer for the 5-year term at the proposed rate. **Motion carried.***

7. BUSINESS ARISING

i. Wayfinding

Connie Arnold reported that the Sign Research Foundation, a nonprofit, had replied to her December inquiry, offering potentially free consultation/advice on wayfinding.

Action: Ken Knox will follow up.

ii. Grant Connect Canada

Action: Michael Tompkins will report to the committee on the topic in spring.

iii. 400th Anniversary Update

Mayor MacDonald reported to the Committee that he met with the Chief Potter of First Nations in Bear River on February 4th to discuss the plans on working with Parks Canada on this project.

Action: Mayor MacDonald will send an email to the Chief Potter to invite her to participate in June activities.

iv. Karaoke at the Amphitheatre

Councillor Sanford spoke to Ms. Porter if Wednesday nights works for her to manage karaoke at the Amphitheatre. Ms. Porter accepted the proposed rate of \$150 per night and confirmed her availability on Wednesday nights. There will be 6-8 karaoke nights during Summer 2020 subject to budget approval

The committee will try to find a sponsor for the grand prize of \$1000 for a contest at the last karaoke night.

8. NEW BUSINESS

i. Donation and Grant Requests

Community Development Coordinator Millett-Campbell updated the Committee on the list of the applications for donations and grants.

The Committee reviewed and discussed the applications.

Request for presentations: Junior Ach of Nova Scotia, Annapolis Board of Trade; Festival of Dance, the Navy League, and Annapolis Royal Community Gardens.

The Committee has scheduled the applicant presentations for Thursday, February 20th at 6pm.

ii. Commercial Development Support By-Law

Community Development Coordinator Millett-Campbell talked that the Commercial Development support by-Law was brought to the Council's attention. The committee reviewed and discussed the submitted by-Law. Further discussion is required.

Action: To have an in-depth discussion at the next meeting.

- iii. Twinning Committee Status/funding – Mayor MacDonald
Mayor MacDonald updated the committee on the status of the Twinning committee; two communities have historic bonds with twinning being more social than economic.

Mayor MacDonald suggested that the Twinning Committee be a free standing non-for-profit committee. He praised the organization that its hard work for the 2021 event. The Town should facilitate the relation between Bear River and City of Royan. Mayor MacDonald recommended to have a budget line item for Twinning Committee based on the population size.

Committee’s Recommendation: Invite Twinning committee to give a presentation at a MEDC meeting.

Action: Mayor MacDonald and Sandi Millett-Campbell to have a meeting about the Twinning committee.

- iv. Queen Anne in Annapolis Maryland
Mayor talked about the Queen Anne’s sculpture. The Committee discussed that Town would initiate a funding for a statue’s production. It was suggested to have a plaque reflecting the Annapolis Royal.

Recommendation to the Council:

MOTION #MEDC-2020-FEB-11-4: *It was moved by Mayor MacDonald, seconded by Councillor Sanford to recommend that Council publish Annapolis Maryland’s Queen Anne statue fundraising details in the Town Crier, advising people that they can donate directly to the fundraisers, or make a donation through Town Hall and receive a tax receipt. **Motion defeated.** (4 nays: Teresa Carlisle, Connie Arnold, Holly Sanford, Michael Tompkins)*

The Committee expressed a concern about the overreaching the community with respect to donations.

Action: To contact individual people for individual donations.

- v. Pierre DuGua Day 2021
The Committee reviewed and discussed Pierre DuGua Panels for 2021 Event. Mayor and the committee supported only one panel and it can be installed at the Amphitheatre.

Alan Melanson, through the Historical Association of Annapolis Royal, has offered to support one panel.

MOTION #MEDC-2020-FEB-11-5: *It was moved by Councillor Sanford and seconded by Councillor Hafting to recommend to the Twinning Committee that Town supports one panel to be installed behind the Amphitheatre and to be funded by the Historical Association of Annapolis Roy, as offered. **Motion Carried.***

- vi. STAR Program – Update Millett-Campbell
Millett-Campbell updated the committee on the STAR Program and will be attending their meetings.

- vii. **Bookmarks – Update Millett-Campbell**
Millett-Campbell updated the Committee on bookmarks and presented a bookmark draft for the Committee’s input including language and design. The Committee discussed the design of the bookmark and suggested to remove the logo at the bottom and move the top part to the bottom.

9. TWINNING COMMITTEE MINUTES / REPORT:

The Committee reviewed the information received.

10. CORRESPONDENCE FOR INFORMATION:

- i. **Final Report FODAR**

The Committee reviewed the information received.

11. ADJOURNMENT

It was moved by Councillor Sanford to adjourn the meeting at 8:25 pm.

12. Next Meeting: March 10, 2020

Chair Ken Knox

Recording Secretary Natalia Gartley