

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
March 10, 2020 at 6:00 pm**

**Members:** Chair Ken Knox, Vice-Chair Councillor Holly Sanford, Mayor MacDonald (ex-officio), Connie Arnold, and Michael Tompkins and members of the Annapolis Board of Trade

**Administration:** Recording Secretary Natalia Gartley

**Regrets:** Councillor Paula Hafting, Teresa Carlisle, and CAO Sandi Millett-Campbell

1. **CALL TO ORDER:** Chair Knox called the meeting to order at 6:01 pm and welcomed the guests
2. **ADDITIONS TO THE AGENDA:** None
3. **APPROVAL OF AGENDA**  
**MOTION #MEDC-2020-03-10-1**  
It was moved by Michael Tompkins, seconded by Councillor Sanford, to approve the March 10, 2020 agenda as presented. **Motion carried.**
4. **APPROVAL OF THE MINUTES** – February 11, 2020  
**MOTION #MEDC-2020-03-10-2**  
It was moved by Councillor Sanford, seconded by Michael Tompkins, to approve the February 10, 2020 minutes as presented. **Motion carried.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS**
  - i. Annapolis Board of Trade  
Sharon Hall gave an overview of the Collaborative Partnership Project which included a list of ideas and opportunities that could benefit Annapolis Royal's local economy and tourism. Mayor MacDonald and the Committee had a fruitful discussion with Ms. Hall and supported an ABoT initiative to work together. Mayor Macdonald suggested to add a seat for ABoT on the Committee.  
  
**The Committee made a recommendation to Council to include a seat on the Marking and Development Committee for the Annapolis Board of Trade.**
  - ii. YouTube Videos  
The Committee members had already seen Andrew Tolson's latest videos on Annapolis Royal.
7. **BUSINESS ARISING**
  - i. Wayfinding – Update  
Chair Knox recapped the status of Wayfinding. Mayor MacDonald spoke about signs which need to be cleaned and changed.

Action: Mayor MacDonald to follow up with Province about the Provincial signs, who owns them and who is responsible for the signs.

The committee will discuss a strategy and public input on the signs at the next meeting in April.

ii. 400<sup>th</sup> Anniversary Update

Mayor MacDonald updated that the Working Group met on March 6, 2020. Ted Dolan of Parks Canada was invited to join the working group. The event will have national and international exposure.

iii. Donations and Grants

The Committee discussed the proposed grant recommendations.

**MOTION: MOTION #MEDC-2020-03-10-3**

It was moved by Michael Tompkins, seconded by Councillor Sanford, to recommend to Council to approve \$9800 as proposed. **Motion carried.**

iv. Commercial Development Support By-Law

Mayor MacDonald updated the Committee on the background of the provided By-Law. The committee reviewed and discussed the circulated By-Law.

Action: MEDC to review the document in details and report back with its feedback to Council.

Action: Mayor to find out the provincial status of the By-Law regarding the commercial development support program.

v. Twinning Committee Update / DuGua Panel – Mayor MacDonald

Mayor MacDonald shared that proclamation for the Pierre DuGua Day will take place on 18 June 2021. Mayor of Royan and a Royan delegation will visit Annapolis Royal for the proclamation event. It was suggested to proclaim the date as the 3<sup>rd</sup> Saturday of June going forward.

Action: To work with Twinning Committee and its President Christine Igot to confirm the annual date of Pierre DuGua Day.

The committee discussed re-establishment of a connection with Annapolis Maryland.

**MOTION #MEDC-2020-03-10-4**

It was moved by Michael Tompkins, seconded by Councillor Sanford, to research and expand new twinning connections. **Motion carried.**

**8. NEW BUSINESS: None**

**9. TWINNING COMMITTEE MINUTES / REPORT:**

The Committee reviewed the minutes and report for information.

**10. CORRESPONDENCE FOR INFORMATION:**

i. Market Diversification Web-Conference

The committee reviewed the document for information.

**11. Next Meeting: April 14, 2020**

**12. ADJOURNMENT:** It was moved by Michael Tompkins to adjourn the meeting at 7:30 pm

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**Chair Ken Knox**

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**Recording Secretary Natalia Gartley**