

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
May 12, 2020 at 6:00 pm**

**Members:** Chair Ken Knox, Vice-Chair Councillor Holly Sanford, Mayor MacDonald (ex-officio), Connie Arnold, Michael Tompkins, and one member from the public. All member joined by Zoom meeting from home.

**Administration:** CAO Sandi Millett-Campbell and Recording Secretary Taylor Robinson

**Regrets:** Teresa Carlisle

**1. CALL TO ORDER:** Chair Knox called the meeting to order at 6:04 pm.

**2. ADDITIONS TO THE AGENDA**

- i. Under 7. BUSINESS ARISING iv. Natal Day 2020
- ii. Under 7. BUSINESS ARISING v. Commercial Development Support By-Law
- iii. Under 8. NEW BUSINESS i. Marketing 2020

**3. APPROVAL OF AGENDA**

**MOTION #MEDC2020-05-12-01**

It was moved by Michael Tompkins, seconded by Connie Arnold to approve the May 12, 2020 agenda as amended. **Motion carried.**

**4. APPROVAL OF THE MINUTES – March 10, 2020**

**MOTION #MEDC2020-05-12-02**

It was moved by Councillor Sanford, seconded by Connie Arnold to approve the March 10, 2020 minutes as presented. **Motion carried.**

**5. PUBLIC INPUT**

- i. Welcome Board of Trade Representative, Sharon Hall  
The Committee welcomed Ms. Hall. Chair Knox asked if she could provide an update for the Board of Trade. Ms. Hall stated that the Board of Trade is continuing to meet via Zoom and is using this time for planning and redevelopment of their website and logo. They have been trying to support and be proactive by sending out federal funding applications to businesses and members during this time. Chair Knox questioned if the Annapolis Visitor Information Centre will be open for the season, which Ms. Hall informed the Committee that they are still unsure at this time but have lined up staff and ensured that they are still publicizing on social media.

**6. PRESENTATIONS – None**

**7. BUSINESS ARISING**

- i. Canada Day Update – Cancelled for 2020

CAO Millett-Campbell explained that Council at the Committee of the Whole decided not to go ahead with Canada Day 2020 and are hopeful that this year's funding can be added to the budget for Canada Day 2021.

ii. 400<sup>th</sup> Anniversary Update – Mayor MacDonald

Mayor MacDonald noted that the 400<sup>th</sup> Anniversary Committee has recently started to meet via Zoom and have applied for funding. The Bear River First Nations and Parks Canada have mentioned that they would like to be involved. Mayor MacDonald continued to explain that this event is even more important now due to the emotional disturbances Nova Scotia has endured and that it is a perfect celebration for the province. The Committee agreed. It would be ideal that the celebration take off in January and continued up until the weekend of September 10, 2021.

iii. MEDC Mandate – Update

The Committee reviewed the highlighted addition on the MEDC Mandate. CAO Millett-Campbell explained that the change was made since it was brought up in last month's Council meeting. Mr. Tompkins commented that the addition was not necessary because the original already gave the ability for an individual to join who was interested in marketing the town. Mayor MacDonald noted that it would be helpful to have a Board of Trade Member to add perspective but since the Committee is full, they would lose an existing member. The Committee discussed that it would be very beneficial to have Ms. Hall's input and add a regional perspective to the group but do not want to lose a current member. It was agreed that the MEDC Mandate will stay as it stands and Ms. Hall will fall under public and will be able to apply to join the Committee in January 2021. Ms. Hall clarified that she will still be representing the Board of Trade as an elected member to bring input and foster two-way communication between the two groups.

iv. Natal Day 2020

CAO Millett-Campbell informed the Committee that the Natal Day Group will be meeting on May 14, 2020 to discuss whether to cancel the event and advised that MEDC should make a recommendation. Councillor Sanford stated that they should cancel the event now so everyone can get a timely notice. Ms. Arnold agreed that a speedy decision would be best so that vendors can possibly find other work. The Committee agreed. CAO Millett-Campbell also noted that if directives from the province do change and communities are able to host an event with larger gatherings later in the year then the town can adjust the budget and use finances for that.

**MOTION #MEDC2020-05-12-03**

It was moved by Michael Tompkins, seconded by Councillor Sanford that MEDC recommends to council to cancel Natal Day 2020. **Motion carried.**

v. Commercial Development Support By-Law

Mayor MacDonald previously sent an email to the Committee regarding some amendments of the legislation but recommended that the topic should be tabled by MEDC and council due to the financial impact of COVID-19. The Committee agreed and decided the tabled topic will be revisited.

vi. Adhoc: Removing Sign in front of the Annapolis Royal Courthouse

Mayor MacDonald has reached out to the Highways Department to see whether the town can remove or clean up the large sign in front of the Annapolis Royal Courthouse. The sign represents

businesses that have since closed. Mayor MacDonald will update Chair Knox as soon as he hears back from the local supervisor.

## **8. NEW BUSINESS**

### **i. Marketing 2020**

CAO Millett-Campbell questioned what should be done for promotion of Annapolis Royal during this timeframe. Mayor MacDonald suggested that they explore marketing Annapolis Royal's history and the area as a "staycation". It will be a challenge for the community to find balance; to keep the town front and center but have no large gatherings. Mr. Tompkins recommended that promotion should collaborate alongside Digby and Clare to get people to come to the area for short day trips. Ms. Hall agreed with Mr. Tompkins and noted that the Board of Trade has already been looking at doing the same thing. Councillor Hafting asked if there would be any way of promoting businesses that are open. It was discussed and agreed that the public should be made aware of what is open in the community. The Committee decided to start preparations for marketing. CAO Millett-Campbell will publicize Annapolis Royal's history and post a promotional video on Facebook.

Councillor Hafting recommended that Annapolis Royal should join other parts of the world in "Clap for our Carers" that is used to show appreciation for essential workers. It is held every Thursday evening at 7 pm; people go to the end of their driveway and make noise. Councillor Hafting stated that it would be a beautiful way for the community to connect right now.

*Action: Councillor Hafting will spearhead this idea and will follow-up with the Committee via email.*

## **9. TWINNING COMMITTEE MINUTES / REPORT – None**

## **10. CORRESPONDENCE FOR INFORMATION – None**

## **11. Next Meeting: June 9, 2020**

## **12. ADJOURNMENT:** It was moved by Councillor Sanford to adjourn the meeting at 7:20 pm.

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**Chair Ken Knox**

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**Recording Secretary Taylor Robinson**