

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Approved Minutes
June 9, 2020 at 6:00 p.m.**

Members: Chair Ken Knox, Vice-Chair Councillor Holly Sanford, Mayor MacDonald (ex-officio), Connie Arnold, Michael Tompkins, Teresa Carlisle, 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: None

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

2. ADDITIONS TO THE AGENDA

- i. Under 7. BUSINESS ARISING ii. Annapolis Royal Videos
- ii. Under 8. NEW BUSINESS i. Sidewalk Tables
- iii. Under 8. NEW BUSINESS ii. BOT Request Location for VIC
- iv. Under 8. NEW BUSINESS iii. Committee Chair for MEDC

3. APPROVAL OF AGENDA

MOTION #MEDC2020-06-09-01

It was moved by Councillor Sanford, seconded by Michael Tompkins to approve the June 9, 2020 agenda as amended. **Motion carried.**

4. APPROVAL OF THE MINUTES – May 12, 2020

MOTION #MEDC2020-06-09-02

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

5. PUBLIC INPUT

Sharon Hall from the Board of Trade reported on some of the things that they have been working on for the past month. Ms. Hall noted the Board of Trade have been very busy working on things such as their biweekly newsletter, facilitating a webinar, starting a local shopping campaign, and getting the visitor information centre (VIC) reopened. The Committee discussed whether it was necessary to open the VIC this year and suggested they use the funding for marketing instead. Ms. Hall explained that the accommodations in the area have asked specifically to open the VIC but indicated she would go back to the Board of Trade to consider the Committee's recommendation.

6. PRESENTATIONS – None

7. BUSINESS ARISING

- i. Tourism Marketing Approach

Mayor MacDonald explained that Tourism Nova Scotia presented their marketing plans for the area and it encourages people to visit locally and for tourists to slow down to enjoy their vacations even if they have fewer experiences due to current restrictions. The Committee discussed some different ways they could market Annapolis Royal correlating to Tourism Nova Scotia's approach.

ii. Annapolis Royal Videos

CAO Millett-Campbell noted that Andrew Tolson would like to start advertising the videos on his own media channels. Mayor MacDonald mentioned that he forwarded one of the videos to Tourism Nova Scotia and is awaiting a response. Mr. Tompkins suggested that the Committee send the videos to Valley REN and The Explorer for promotion. The Committee agreed and were happy to have the videos shared on different platforms.

iii. Rock the Block Update – Councillor Hafting

Councillor Hafting updated and thanked the Committee for their participation in Rock the Block. It was successful and Councillor Hafting is continuing the initiative on her own.

MOTION #MEDC2020-06-09-03

It was moved by Michael Tompkins, seconded by Councillor Sanford to ratify the electronic vote that MEDC recommend to Council to begin a community noise making initiative with clapping, cheering, and honking, etc. on Sunday at 7:00 p.m. for a few minutes that shows support for caregivers and key workers across Nova Scotia. **Motion carried.**

iv. 400th Anniversary Update – Mayor MacDonald

Mayor MacDonald reported that the 400th Anniversary Committee is optimistic that everything will be back to normal in 2021 and that they will be able to run the 400th Anniversary events without restrictions. The Committee will continue to work on funding, planning events, and reaching out to businesses/attractions.

v. Signage In Front of the Courthouse

Mayor MacDonald confirmed that he reached out to the Highways Department and explained that they will not be removing the signage but will update it by removing businesses that are no longer open.

8. NEW BUSINESS

i. Sidewalk Tables

Chair Knox reported that there have been a couple inquiries from café and restaurant owners for the possibility of waiving the fee this year for sidewalk tables and giving up parking spaces to allow extra tables to be placed outside. CAO Millett-Campbell explained that there could be accessibility and parking issues if they agreed to the suggestion. Ms. Arnold recommended that they should do everything they can to help local businesses at this time. The Committee agreed that businesses should be allowed to put sidewalk tables outside their establishment with no fee this year.

MOTION #MEDC-2020-06-09-04

It was moved by Councillor Sanford, seconded by Connie Arnold to recommend to Council that restaurants and cafés have the application fee waived for sidewalk tables following the current regulations and other health authority guidance until the end of this year. **Motion carried.**

ii. BOT Request Location for VIC

CAO Millett-Campbell explained that the VIC will not be located in the Tidal Power Plant this year due to the COVID-19 closure. The Board of Trade has requested assistance from the Town to find another space to occupy from June 29, 2020 to September 30, 2020. The Committee discussed a few options and the majority decided that the Comfort Station would be the best place for the VIC to have a small display for the season.

MOTION #MEDC2020-06-09-05

It was moved by Mayor MacDonald, seconded by Councillor Sanford to recommend to Council that the Town provides the Comfort Station for the use of the Visitor Information Centre. **Motion carried.** (1 Nay: Michael Tompkins)

iii. Committee Chair for MEDC

Chair Knox shared that he has accepted the position of Community Development Coordinator for the Town of Annapolis Royal and can no longer attend the meetings as a member but will instead attend as an employee. Councillor Sanford will lead the next meeting in her as role Vice-Chair and the Committee will appoint a new Chair.

9. TWINNING COMMITTEE MINUTES / REPORT – None

10. CORRESPONDENCE FOR INFORMATION

- i. AHS 2020 Season Update
Received and noted.

11. Next Meeting: July 7, 2020 at 6:00 p.m.

12. ADJOURNMENT: It was moved by Councillor Sanford to adjourn the meeting at 7:40 p.m.

Chair Ken Knox

Recording Secretary Taylor Robinson