

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Unapproved Minutes
July 14, 2020 at 6:00 p.m.**

Members: Vice-Chair Councillor Holly Sanford, Councillor Paula Hafting, Mayor MacDonald (ex-officio), Connie Arnold, Michael Tompkins, Teresa Carlisle, and 1 member of the Public. The meeting was virtual with members, and the member of the public, attending via Zoom

Administration: CAO Sandi Millett-Campbell, CDC Ken Knox

Regrets: None

1. CALL TO ORDER

- Meeting was called to order by Vice-Chair Holly Sanford at 18:08

2. ADDITIONS TO THE AGENDA

- None

3. APPROVAL OF AGENDA

MOTION #MEDC2020-07-14-01 moved by Teresa Carlisle and seconded by Michael Tompkins to approve the agenda. **Motion carried**

4. APPROVAL OF THE MINUTES – June 9, 2020 (TAB 1)

MOTION #MEDC2020-07-14-02 moved by Connie Arnold and seconded by Michael Tompkins to approve the minutes as amended. **Motion carried**

5. PUBLIC INPUT

Board of Trade

- Vice-President of the Board of Trade (BoT)
- The BoT seeks to support the Town and had queries regarding several areas
 - a. MEDC planning: Mayor Bill MacDonald was able to share a broad overview of the existing strategic plan, noting that in the areas concerning MEDC, goals have been achieved.
 - b. Town Wharf: It was noted that the BoT supports waterfront development. Mayor MacDonald shared that the Wharf has recently come back under Town control, and that the Town would consider how best to utilize this asset for the benefit of all.
 - c. Unesco World Heritage Site/Gardens in Bloom: The BoT also sought to explore the possibility of the Town applying once again for world heritage status or the

Gardens in Bloom award. It was noted that the Town has won multiple awards of this nature. It was felt these kinds of awards could be useful in attracting new residents.

6. PRESENTATIONS

- None

7. BUSINESS ARISING

- i. Election of a new MEDC Chair
 - With the stepping down of the prior (beloved) Chair, a new chair was sought.
 - Vice-chair Holly Sanford nominated Michael Tompkins
 - Michael Tompkins accepted the nomination
 - Other nominations were called for
 - 3 times
 - There being no other nominations, Michael Tompkins became Chair of the Marketing and Economic Development Committee by acclamation
- ii. 400th Anniversary Update – Mayor MacDonald
 - Mayor Bill MacDonald briefed the committee on the preparations for the Commemoration of the 400th Anniversary of the Signing of the Charter of Nova Scotia
 - Plans are in progress to develop appropriate and engaging activities which will take place through out the year
 - Beginning with the January 1st, 2021 Levee
 - A communications plan is also being developed
 - Mayor MacDonald noted that 30% of Nova Scotia and 19.5% of Canada is blessed to claim Scots heritage
 - The support of local organizations will be sought
 - The committee will receive a full briefing on the events and marketing plan at the September meeting

8. NEW BUSINESS

- i. Dugua Panel (TAB 2)
 - The committee was provided draft text and images for the new bilingual interpretive panel on Pierre Dugua Sieur de Mons to be installed on the Town boardwalk behind the amphitheatre.
 - The panel will be financed by The Historical Association of Annapolis Royal
 - The committee noted the hard work of the Twinning committee, especially in light of the need to present the information in an appropriate and engaging manner.

- *ACTION: the committee directed staff to contact the Twinning committee to provide feedback on the panel text.*

9. TWINNING COMMITTEE MINUTES / REPORT

- None

10. CORRESPONDENCE FOR INFORMATION

- None

11. Next Meeting: September 8, 2020 at 6:00 p.m.

12. ADJOURNMENT

- Holly Sanford moved to adjourn the meeting at 19:28

Chair Michael Tompkins

Recording Secretary Ken Knox