

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Minutes  
September 8, 2020 at 6:00 p.m.**

**Members Present:** Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Mayor Bill MacDonald (ex-officio), Councillor Paula Hafting, Connie Arnold, Teresa Carlisle, and Sharon Hall

**Administration:** CAO Sandi Millett Campbell, CDC Ken Knox

**Regrets:** None

**1) CALL TO ORDER**

- The meeting was called to order at 1810 by Chair Tompkins

**2) ADDITIONS TO THE AGENDA**

- Sharon Hall requested that a discussion on UNESCO World Heritage Status be added to Business Arising

**3) APPROVAL OF AGENDA**

**MOTION #MEDC2020-09-08-01** moved by Connie Arnold and seconded by Holly Sanford to approve the agenda. **Motion carried**

**4) APPROVAL OF THE MINUTES – July 14, 2020 (TAB 1)**

**MOTION #MEDC2020-09-08-02** moved by Connie Arnold and seconded by Paula Hafting to approve the minutes. **Motion carried**

**5) PUBLIC INPUT** none

**6) PRESENTATIONS** none

**7) BUSINESS ARISING**

- Sharon Hall requested that the committee explore recommending that the Town applying for UNESCO World Heritage Status.
  - There is possible funding tied to this application
  - The committee requested that SH gather more information and report back
  - This will also be added to next month's agenda
- 400<sup>th</sup> 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
  - A draft budget has been sent to Stephen McDougall, Provincial Senior Events Advisor, who is supportive of the celebration
    - SM will set up a meeting with Lewis MacKinnon, of Gaelic Affairs
  - We are currently not working to a deadline re funding

- BM will reach out to the Minister of Heritage
- Dugua Panel (TAB 2)
  - The committee reviewed the draft panels
  - Concerned was expressed over the inclusion of URLs and text which (it was felt) constituted advertising
    - The committee requested that Staff reach out to the Twinning Committee to share these concerns

**8) NEW BUSINESS**

- Social Media Draft Policy (TAB 3)
  - Staff shared the draft Social Media Policy
    - It was explained that the currently exists no formal policy guiding staff with regard to social media
      - The committee was asked for feedback on those parts of the policy relating to marketing
      - Discussion was tabled until next month
- Marketing tie-up with ABoT
  - The Annapolis Board of Trade and the Town are currently working together on a joint marketing campaign on the Town's social media
    - This has been done to increase reach and to take advantage of an offer which trebled the monies available for this type of marketing

**9) TWINNING COMMITTEE MINUTES / REPORT – None**

**10) CORRESPONDENCE FOR INFORMATION**

- FODAR Report (TAB 4)
  - The committee received correspondence from FODAR documenting spending in relation to a donation received from the Town
- AVCC Donation (TAB 5)
  - This is correspondence related to the Town's contribution to the Annapolis Valley Chamber of Commerce

**11) Next Meeting: October 13, 2020 at 6:00 p.m.**

**12) ADJOURNMENT**

- Holly Sanford moved to adjourn the meeting at 19:15