

**Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Minutes
October 13, 2020 at 6:00 p.m.**

Present: Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Councillor Paula Hafting, Mayor MacDonald (ex-officio), Connie Arnold, Sharon Hall, and one member of the public

Administration: CAO Sandi Millett-Campbell, and CDC Ken Knox

Absent: Teresa Carlisle

1. CALL TO ORDER

The Chair called the meeting to order at 1800

2. ADDITIONS TO THE AGENDA

New Business Item d “poll to assess members preference regarding in-person vs virtual meetings during the balance of the state of the emergency (following COVID guidelines)” was added.

3. APPROVAL OF AGENDA

MOTION #MEDC2020-10-13-01 It was moved by Councillor Sanford and seconded by Sharon Hall to approve the agenda as amended. **Motion carried.**

4. APPROVAL OF THE MINUTES – September 8, 2020

MOTION #MEDC2020-10-13-02

It was moved by Connie Arnold and seconded by Sharon Hall to approve the minutes as presented. **Motion carried**

5. PUBLIC INPUT

Christine Igot discussed information submitted to MEDC by the Twinning Committee, the feedback process between MEDC and the Twinning Committee, and made suggestions for discussion to be reviewed by MEDC.

6. PRESENTATIONS

Christine Igot presented to the Committee on the Dugua Panel. The presentation responded to feedback from both MEDC and the Committee of the Whole and discussed details of the panel.

7. BUSINESS ARISING

a. Dugua Panel

1. The Committee discussed the presentation and response from the Twinning Committee. The Twinning Committee was thanked for their hard work.

MOTION #MEDC2020-10-13-03

It was moved by Councillor Sanford and seconded by Sharon Hall to recommend to Council that the Dugua Panel be approved as presented. **Motion carried**

- b. 400th Anniversary Update – Mayor MacDonald
Mayor MacDonald briefed the Committee on recent developments related to the 400th Anniversary Working Group. The Working Group has met with the Provincial Senior Event Organizer and the Executive Director of the Office of Gaelic Affairs as well as with the Office of the Minister of Canadian Heritage. The group will continue to update MEDC as work progresses.
- c. Social Media Draft Policy
The draft Social Media Policy was reviewed.

MOTION #MEDC2020-10-13-04

It was moved by Sharon Hall and seconded by Councillor Sanford to recommend to Council that the Draft Social Media Policy be approved as presented. **Motion carried**

- d. UNESCO World Heritage Site Application
Sharon Hall briefed the Committee on the process for applying to become a UNESCO World Heritage Site. It is a lengthy process. Further work will be done to develop a path forward.
Discussion tabled

8. NEW BUSINESS

- a. 3-Point Tribute
The Committee reviewed both the presentation submitted to Council and a related Facebook comment on the topic. The Committee agreed with Council discussions on the critical nature of the issue and the need for well-considered actions. The Committee directed Staff to notify Mr. Kellogg that the discussion would continue at subsequent meetings and to thank him for his submission. **Discussion tabled**
- b. Meeting Protocols
Town Staff have recently attended workshops given by AMANS on the topic of meeting minutes. Town Staff will be drafting a policy to meet current expectations. This portion of the agenda was intended to be informative and hear initial feedback.
- c. Fall Meeting with Town Businesses
Various strategies were discussed to engage local businesses, solicit information on current challenges, and to discuss ways to work together. **Discussion tabled**
- d. Poll to assess members preference regarding in-person vs virtual meetings during the balance of the state of the emergency (following COVID guidelines)
 - i. Members were not in favor of in-person meetings during the Sate of Emergency

9. TWINNING COMMITTEE MINUTES/REPORT

- a. Mandate
The Mandate of the Twinning Committee was discussed in light of the feedback given during Public Input. It was determined that once the new Policy regarding minutes is adopted, expectations can be clearly defined for all sub-committees. **Discussion tabled**

10. CORRESPONDENCE FOR INFORMATION None

11. Next Meeting: November 10, 2020 at 6:00 p.m.

12. ADJOURNMENT

MOTION #MEDC2020-10-13-05

It was moved by Councillor Sanford moved to adjourn the meeting at 2039

Chair Michael Tompkins

Recording Secretary Ken Knox