

Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
Minutes
November 10, 2020 at 6:00 p.m.

Present: Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Councillor Paula Hafting, Mayor Amery Boyer (ex-officio), Connie Arnold, Teresa Carlisle, and one member of the public

Administration: CAO Sandi Millett-Campbell, CDC Ken Knox

Regrets: Sharon Hall

1. CALL TO ORDER: 1800

2. ADDITIONS TO THE AGENDA: NONE

3. APPROVAL OF AGENDA

MOTION #MEDC2020-11-10-01 It was moved by Councillor Sanford and seconded by Connie Arnold to approve the agenda. **MOTION CARRIED**

4. APPROVAL OF THE MINUTES – October 13, 2020

MOTION #MEDC2020-11-10-02 It was moved by Councillor Sanford and seconded by Connie Arnold to approve the agenda. **MOTION CARRIED**

5. PUBLIC INPUT-NONE

6. PRESENTATIONS -NONE

7. BUSINESS ARISING

1. 400th Anniversary

i. Update

CDC Knox shared that the working group has updated the one-page overview of the event and shared it with the Senior Event Advisor for the Province. The feedback was positive, but additional information was requested on the proposed schedule of events. The committee also expressed a desire to see the overview, draft schedule, and budget. These will be on the agenda for the next MEDC meeting

ii. New member from MEDC

Due to the recent municipal election, the committee had one extra councillor as a member. Councillors Tompkins and Sanford remain on the committee and a member of the community will be sought. CDC Knox will advertise the position.

2. 3-Point Panel

The committee took up the discussion once again. It was decided that this initiative would be best discussed in the context of strategic planning.

MOTION #MEDC2020-11-10-03 It was moved by Connie Arnold and seconded by Councillor Sanford to recommend that the Strategic Planning Committee take up discussion on the 3-point Panel. **MOTION CARRIED**

Staff was directed to inform Mr. Kellogg that the Strategic Planning committee will be taking up this discussion.

3. Meeting with Business Community

The committee discussed both the need to meet with local business owners given the current challenges and the means by which these meetings could take place. It was also discussed whether the meetings could be scheduled by business sector- such as B&B owners, retailers etc.

ACTION: Councillor Sanford and Teresa Carlisle will work with staff to develop an online survey which can be sent to business owners to elicit feedback for further discussions. The members and staff will meet next week to discuss, date and time to be confirmed.

i. Budget Process

The committee was advised on the budget process by CAO Millett-Campbell and informed of the relevant deadlines in January 2021.

ii. Project Ideas

The Chair asked the committee members to develop proposals for projects which support the mandate of the committee. These proposals will be discussed at future meetings bearing budget deadlines in mind.

8. **NEW BUSINESS**

1. Expiring membership terms/new members

Membership on the committee is a one-year term. Members Carlisle, Hall, and Arnold have elected to remain on the committee for another term. A new member from the community will be sought as discussed above.

2. Parade of Lights/Christmas Event

The Board of Trade is working with staff to develop safety protocols for the Parade of Lights scheduled for 27 November at 1800. The participation of local businesses will also be sought.

9. **TWINNING COMMITTEE MINUTES/REPORT**

1. Christine Igot Twinning Committee Chair

- i. Minutes from Twinning Committee/Dugua sub-committee
- ii. Pierre Dugua Day schedule changes
- iii. Pierre Dugua Day funding
- iv. Dugua slide presentation to MEDC and Council

The Chair of the Twinning committee shared the minutes of their recent meetings. Current plans, along with fallback plans for Dugua Day next June 18 were also discussed. The panel design has been finalized and it is being created shortly. The panel will be stored with the Chair until June 2021. The Twinning committee will apply to MEDC in January for funding. The Chair also offered to share the Presentation on Dugua with the committee at a future meeting.

2. Twinning Committee Mandate

The mandate for the Twinning committee was discussed in terms of frequency of meetings and councillor membership. Discussion was tabled until such time as Council decides on which member will sit on the committee. **TABLED**

10. **CORRESPONDENCE FOR INFORMATION**

1. Email from Paul Kellogg (TAB 5)

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

12. **ADJOURNMENT**

MOTION #MEDC2020-11-10-03 It was moved by Councillor Sanford to adjourn at 1937

Chair Michael Tompkins

Recording Secretary Ken Knox