

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

**Members:** Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Councillor Paula Hafting, Mayor Amery Boyer (ex-officio), Connie Arnold, Teresa Carlisle, Sharon Hall, and 2 members of the public

**Regrets:** none

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

1. **CALL TO ORDER** 1800 by the Chair

2. **ADDITIONS TO THE AGENDA**

1. New Business item 8.3: Discussion on the Comfort Station
2. New Business item 8.4: Discussion on the Town Events Calendar

3. **APPROVAL OF AGENDA**

**MOTION #MEDC22020-12-8-01** It was moved by Councillor Sanford and Seconded by Sharon Hall to approve the amended agenda. **MOTION CARRIED**

4. **APPROVAL OF THE MINUTES** – November 10, 2020

**MOTION #MEDC22020-12-8-02** It was moved by Councillor Sanford and Seconded by Teresa Carlisle to approve the minutes. **MOTION CARRIED**

5. **PUBLIC INPUT-NONE**

6. **PRESENTATIONS -NONE**

7. **BUSINESS ARISING**

1. 400<sup>th</sup> Anniversary

i. Update/Report

Teresa Carlisle, Chair of the Beyond Oqwa'titek working group, shared a report on the progress of the group to date, a draft schedule of events, an overview of the guiding vision of the event, and a draft budget. The Committee generally discussed the evolution of the event as a response to a shifting understanding of commemorations of this nature, the appropriateness of events throughout the year given Covid restrictions, and the possibilities for funding. Sharon Hall offered to liaise between the group and the Board of Trade in order to seek business support. At this stage, the group seeks the support of both the Committee and ultimately the Council in order to continue their planning and fund-raising activities.

**MOTION #MEDC22020-12-8-03** It was moved by Sharon Hall and Seconded by Councillor Sanford to recommend to Council to embrace the Beyond Oqwa'titek event and to honor the vibrant history of Annapolis Royal, planning within the constraints of budget and Covid restrictions. **MOTION CARRIED (1 Nay: Chair Tompkins)**

## 2. MEDC Mandate

- i. The committee discussed the current mandate for MEDC. It was pointed out by staff that presently the activities of the Committee are not aligned with the mandate with respect to a MEDC member chairing sub-committees and MEDC's oversight of events.

**Action:** A sub-committee was formed to review the mandate and report back to MEDC

**Responsibility:** Sub-committee members are Councillor Tompkins, Sharon Hall, and Teresa Carlisle (no chair has been selected at this time)

**Date:** The sub-committee will begin meeting in January and make an initial report at the February MEDC meeting.

## 3. Committee Projects

- i. Councillor Tompkins followed up on the earlier request for Committee member to recommend projects which align to MEDC's mandate.
- ii. Connie Arnold suggested a marketing tie-up with local businesses.

**Action:** further research on business/town tie-ups (as appropriate)

**Responsibility:** Connie Arnold

**Date:** for 12 January MEDC meeting

- iii. Participation in a REN was raised by Mayor Boyer. It was noted that there are 2 possibilities (Western and Annapolis Valley) though each has its own specialization. Staff were directed to seek presentations from each.

**Action:** Contact both local RENs to seek a presentation

**Responsibility:** CDC Knox

**Date:** for 12 January MEDC meeting

- iv. Councillor Tompkins reminded all that the deadline for projects is the January meeting

**Action:** Develop project ideas which align to the Committee mandate

**Responsibility:** All members of MEDC

**Date:** for 12 January MEDC meeting

## 8. NEW BUSINESS

### 1. Tancook Whaler

- i. Ian Curry (who originally donated the boat to the Town) has requested to know the status of the project/boat. The boat has been removed from the Boardwalk and is now at Public Works. The originally thinking behind the project, as part of an interpretive area linked to the shipbuilding and trade history of Annapolis Royal was raised by Chair Tompkins. **TABLED** until January

**Action:** research/project proposal for an interpretive area on the Boardwalk

**Responsibility:** Chair Tompkins

**Date:** for 12 January MEDC meeting

### 2. Tourism Performance Statistics from Tourism Nova Scotia

- i. CDC Knox shared 2020 tourism statistics for information
3. Comfort Station
  - i. CAO Millett-Campbell provided a report to the Committee on the Comfort Station. It noted the amount budget for the station for this year, and the percentage of the budget for which this accounts. Currently, the costs are within budget. The Committee explored ways in which costs could be reduced during this fiscal year, as well as longer term strategies. **TABLED** until January

**Action:** collect data on Comfort Station usage

**Responsibility:** CDC Knox

**Date:** for 12 January MEDC meeting

4. Town Events Calendar
  - i. Mayor Boyer inquired about the process of adding items to the Town's event calendar. She would like to see it become the main resource for information of events in Town. It was pointed out that Staff relay on submissions from the groups organizing events. Mayor Boyer will work to increase awareness of the calendar, and usage by groups holding events.

## 9. **TWINNING COMMITTEE MINUTES/REPORT**

1. Christine Igot Twinning Committee Chair
  - i. Dugua committee unapproved minutes of the November 18th meeting. Minutes of the last meeting were shared, there were no questions
  - ii. Dugua committee DRAFT budget items for Dugua Day June 18th, 2021  
The draft budget for Dugua Day was shared. Christine Igot offered to use the Dugua Day event to help support Beyond Oqwa'titek. Regarding the visiting by representatives from Royan, Covid restrictions may still be a factor. They will be asked to commit to the visit (or not) by 12 January so that it may be reported back to MEDC.
  - iii. Twinning committee DRAFT budget items for a possible 4-day twinning visit with our friends from Royan.  
The draft budget included monies which will be requested from the Town and in-kind contributions from members. Overall, the budget for both Dugua Day and the Twinning visit will exceed the expected budget to be allotted to the Twinning committee. Christine Igot did point out that traditionally on years when there has been a visit from Royan additional monies had been allotted. Details of the budget and events, contributions by other groups, and invitees were also discussed. Discussion **TABLED** until January meeting when the status of the Royan visit will be known.

## 10. **CORRESPONDENCE FOR INFORMATION- None**

11. **Next Meeting:** January 12, 2021 at 6:00 p.m.

## 12. **ADJOURNMENT**

**MOTION #MEDC22020-12-8-04** It was moved by Sharon Hall to adjourn at 20:16