

# UNAPPROVED

<b>Call to Order</b>	18:02
<b>Present</b>	<b>Members:</b> Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Mayor Amery Boyer (ex-officio), Connie Arnold, Teresa Carlisle, Sharon Hall, and Laura Robinson, and one member of the Public <b>Administration:</b> CAO Sandi Millett Campbell, CDC Ken Knox
<b>Absent</b>	None
<b>Additions to the Agenda</b>	4. New Business ii: Annapolis County Volunteer Program 4. New Business iii: Natal Day 2021
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2021-1-12-01 Regularly moved and seconded. Motion Carried</b>
<b>Edits to the Minutes</b>	8. New Business 1.i: “originally” changed to “original” 9. Twinning Committee Minutes/Reports 1.iii: “on” changed to “in”
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2021-1-12-02 Regularly moved and seconded. Motion Carried</b>

## 1. PUBLIC INPUT-NONE

## 2. PRESENTATIONS -NONE

## 3. BUSINESS ARISING

### i. Beyond Oqwa'titek

#### a. Update/Report

MEDC was briefed on the current activities of the Beyond Oqwa'titek Sub-Committee. A new draft schedule for the weekend of the anniversary was presented along with a draft schedule of activities in the months preceding the weekend. It was emphasized that the group was planning events which were free or seeking existing events which could be leveraged for marketing. The feedback regarding these updates and plans was positive. The Sub-Committee plans to apply for grants by the end of January, and will continue to report to MEDC.

### ii. MEDC Mandate Sub-Committee

#### a. Nomination of Chair

The Sub-Committee decided not to nominate a chair given its size. The first meeting will be held this week, any MEDC Committee member who wishes to attend may do so.

**Action:** Initial Meeting of MEDC Mandate Sub-Committee

**Responsibility:** Michael Tompkins, Teresa Carlisle, Sharon Hall, and any other MEDC member who wishes to attend

**Date:** 14:00 on 14JAN21 (via Zoom)

### iii. Committee Projects

#### a. Business/Town tie-ups

The following ideas were presented:

- A dedicated visitor site such as [www.visitannapolisroyal.com](http://www.visitannapolisroyal.com). It was pointed out that other provinces/municipalities have successfully employed such marketing devices. It was also suggested that business tie-ups could offer seasonal packages which would help extend the tourist season. A final point was made that efforts should include metrics which track ROI so that limited funds which are spent see the greatest return. Committee feedback included the need to scale such efforts given our budgets/size, and the need for

# UNAPPROVED

a marketing plan. The question was raised as to whether we should maximize existing channels and partners before embarking on new efforts.

b. Interpretative area on boardwalk

The development of a boardwalk interpretive area in order to enhance the tourist experience was presented. This type of area has been successful in other locations. More information will be shared with the committee.

c. Other ideas

The following ideas were presented:

- The waterfront interpretive area (noted above)
- Promotion of the Town Logo
- More road/highway signage
- Promoting the Town along the South Shore to engage tourists visiting those locations
- Development of the area surrounding First Pond, including a hiking trail
- Explore the use of the former UCP Mountain Bike course
- A marina in Town
- Develop along Prince Albert near Public Works
- Expansion of Town Borders
- Development of a list of vital business which are typically critical to development
- Review the existing slogan

Also presented:

- Exploring development of a marina and local waterways
- Developing walking trails
- Increasing signage / way-finding
- Increase tourism development work with the Province
- Improvement in the upkeep of some buildings in Town which appear neglected.
- Working with the County on tourism development
- Working with Gordonstoun School
- Development of a comfort station near the "O"
- Attracting younger visitors to the area
- Applying to become a UNESCO World Heritage Site

**Action:** Development of feasible mid and long term ideas

**Responsibility:** All MEDC members

**Date:** 18:00 on 9FEB21

iv. Comfort Station

a. Data collection update

It was reported that the counter has been installed. Initial data will be presented at the next meeting

**Action:** Collection of Comfort Station usage data

**Responsibility:** CDC

**Date:** 18:00 on 9FEB21

v. REN Presentations

Both the western and Valley REN will present (virtually) at the next MEDC meeting. Both RENs will be asked to provide indicative fees based on data provided by the Town. They will also be asked to answer the following questions:

- “What are your tourism priorities and strategies, and how will they help us?”
- “What are your plans for economic development?”

Committee members are asked to send any other questions to the CDC as soon as possible.

#### 4. NEW BUSINESS

i. New Policy on Meetings, Procedures, and Presentations

The new policy and streamlining memo were shared with the committee

ii. County of Annapolis Volunteer Program

It was proposed to the committee that the Town cease taking part in the County volunteer recognition program, as the same people were being recognized, volunteers typically do not like to be singled out, and participation is down. Instead, Staff would like to develop and present a Town alternative which recognizes all volunteers and promotes community engagement.

**Action:** Development of a volunteer recognition and community engagement program

**Responsibility:** ALC and CDC

**Date:** 18:00 on 9FEB21 (update)

**MOTION #MEDC2021-1-12-03:** The MEDC Committee recommends to Council that the Town not participate in the County of Annapolis Volunteer Award program instead developing our own program to recognize all volunteers and promote community engagement. Regularly moved and seconded.

**Motion Carried**

iii. Natal Day 2021

MEDC was queried regarding Natal Day and whether to budget for those events. No decision was reached; the Natal Day committee will meet to discuss a recommendation.

**Action:** Recommendation on Natal Day

**Responsibility:** Teresa Carlisle, Councillor Sanford, Laura Robinson

**Date:** 18:00 on 9FEB2

#### 5. TWINNING COMMITTEE MINUTES/REPORT

i. Update on Dugua Day

It was shared that the delegation from Royan will be unable to travel to Town for the inaugural Dugua Day. Further, Covid restrictions continue to jeopardize the participation of other potential attendees and activities. It was therefore recommended that Dugua Day be postponed one year.

**MOTION #MEDC2021-1-12-04:** The MEDC Committee recommends to Council that Dugua Day be postponed by one year, and that the Council extends a formal invitation to the Royan delegation for the (re-scheduled) inaugural Dugua Day on June 18, 2022. Regularly moved and seconded. **Motion Carried**

# UNAPPROVED

Town of Annapolis Royal  
Marketing and Economic Development Committee  
JAN 12, 2021

**6. CORRESPONDENCE FOR INFORMATION- NONE**

**7. Next Meeting:** February 9, 2021 at 6:00 p.m.

**8. ADJOURNMENT**

**MOTION #MEDC2021-1-12-05** regularly moved to adjourn at 19:52

**Beyond Oqwa'titek  
Revisiting a Moment in Time  
Defining a Shared Future**

The following information is a summary of the work completed by the 400<sup>th</sup> Anniversary working group.

**Update:** The group continues to meet on a weekly basis to update, discuss and plan next steps. Conscious of the timeline to organize different events the committee (MEDC) sought the approval of Council to continue their fundraising and planning efforts. The following is the motion that was brought to council and subsequently approved:

“....to recommend to Council to embrace the Beyond Oqwa'titek event and to honour the vibrant history of Annapolis Royal, planning with the constraints of budget and Covid-19 restrictions.”

**Funding:** Now that we have gained support of Council, we will restart our funding initiatives

- Currently preparing a grant application for the Federal Government Department of Canadian Heritage
- A sponsorship letter has been prepared and will be distributed to potential corporate sponsors.
- Corporate sponsors will also be approached locally– information letter has been created and will be sent once the events are confirmed.

**Events:**

- The original events list has been revised to highlight the events that are at little or no cost leading up to the actual weekend of the signing of the Charter
- Discussions continue with First Nations to ensure participation.

**Community Engagement:**

- As previously stated, we are engaging with First Nations to ensure their participation.
- We have reached out the Gaelic Association to ensure they also participate.
- We are planning to circulate a letter to small businesses in the area to outline the ways in which they can participate.
- MapAnnapolis has also expressed interest in participating and promoting the event.

**Marketing:**

- A marketing plan is currently being revised.
- Local communication channels such as the Bridgetown Reader, Town Crier and the Explorer guide have been identified as preliminary sources for local marketing.
- Planning for the webpage as a link on the Town Website has also been discussed and will be actioned, as well as Instagram and Facebook.
- An elevator pitch has been developed and is undergoing revision from the working group.