

# DRAFT

<b>Call to Order</b>	18:00
<b>Present</b>	<b>Members:</b> Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Connie Arnold, Teresa Carlisle, Sharon Hall, and Laura Robinson <b>Administration:</b> CAO Sandi Millett Campbell, CDC Ken Knox
<b>Absent</b>	None
<b>Additions to the Agenda</b>	None
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2021-3-9-01 Regularly moved and seconded. Motion Carried</b>
<b>Edits to the Minutes</b>	None
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2021-3-9-02 Regularly moved and seconded. Motion Carried</b>

**1. PUBLIC INPUT-NONE**

**2. PRESENTATIONS -NONE**

**3. BUSINESS ARISING**

i. Beyond Oqwa'titek

a. Update- (See Attached Report)

MEDC was briefed on the progress of the Beyond Oqwa'titek Working Group. This included a funding update and introduction of the new event logo.

ii. MEDC Mandate Sub-Committee

a. Update- Sub-Committee Chair

The draft of the proposed MEDC Mandate was updated (See attached Draft)

**MOTION #MEDC2021-3-09-03:** The MEDC Committee recommends to Council it adopts the updated guiding policy for the Marketing and Economic Development Committee to include, removing "establishing" from the title, removal of "community" from item 2, addition of the word "opportunities" to items 3 a I and ii, adding the phrase "to review options" to item 3 e, removing item 5, renumbering item 6 to item 5 and renumbering item 7 to item 6. Regularly moved and seconded. **Motion Carried**

iii. Finalizing Committee Member Projects

a. The committee discussed spending on both the development and execution of a marketing plan in order to maximize benefit to the Town and improvements to the Town's wayfinding to make it easier to find those areas of most interest to visitors.

**MOTION #MEDC2021-3-09-04:** The MEDC Committee recommends to Council to consider the following budget allocation for the 2021/2022 general operating budget; \$3000.00 for a Marketing Plan and \$1000.00 for Wayfinding improvements. Regularly moved and seconded. **Motion Carried**

iv. Finalizing Grants and Donations

a. The Committee reviewed the prior recommendations to the amounts given to organizations under Grants and Donations. The committee focused on equity in giving along with the need to make responsible recommendations under current fiscal conditions. (See attached Table)

**MOTION #MEDC2021-3-09-05:** The MEDC Committee recommend to Council to consider the following budget allocation for the 2021/2022 general operating budget; \$1000.00 to Annapolis Valley Chamber of Commerce, \$150.00 to the Southwest Nova Biosphere, \$2500 to the Historic Gardens, \$500 to the Twinning Committee, \$400 to the Festival of Dance, \$250 to the Annapolis Royal Community Gardens, \$350 to the Annapolis Royal Legion Branch #21, \$2500.00 plus \$2500.00 in-kind to the Annapolis Royal Board of Trade, and \$2450.00 to General Marketing Regularly moved and seconded. **Motion Carried with Sharon Hall abstaining.**

4. **NEW BUSINESS-NONE**
5. **TWINNING COMMITTEE MINUTES/REPORT-NONE**
6. **CORRESPONDENCE FOR INFORMATION-NONE**
7. **Next Meeting:** April 13, 2021 at 18:00
8. **ADJOURNMENT**

**MOTION #MEDC2021-3-9-06** regularly moved to adjourn at 19:56

Beyond Oqwa'titek Working Group Meeting  
AGENDA  
March 9th, 2021

Time: 2:00 pm

1. Review of Working Group Notes- update on comments
2. Funding/Budget - update on budget for grant application
3. Review of event schedule assignments/participation
4. Marketing Plan
5. Other Business

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**NOTES FROM March 2, 2021 MEETING**

In Attendance: Ted Dolan, Ken Knox, John MacDonald and Teresa Carlisle

Regrets: Sandi Millet-Campbell, Bill MacDonald

Guests: Heather LeBlanc

**NOTE: Due to other commitments the group did not meet on February 23, 2021**

1. **Review of Working Group Notes** – no additions or revisions were made. The reporting to MEDC agenda item was removed.
2. **Funding/ Budget:** The application is still under review however Ken did receive information regarding another possible grant. The second grant could cover costs for the events leading up to the final weekend in September. The second grant may also cover the cost of the dignitary dinner Ken will circulate the grant application to the committee members for comment or to provide information that will be useful to establishing and submitting a budget.
3. **Review of Initial Event Schedule** – No changes were made to the schedule, however the committee believes it would be premature to approach some older participants. There is a fear that COVID will still be a threat for older participants and group gatherings will still be restricted. Currently, many summer events are being cancelled. Once the vaccine is starting to be distributed to the public and people are feeling more confident we will put together a strategy to approach and engage with possible participants. We are still planning to host the round table discussion in April. Teresa will speak with Bill regarding confirming topics and participants
4. **Marketing Plan** - We are still waiting for a logo to be developed. Teresa will reach out to Bill to see if there is any progress.
5. **First Nations Participation** – Still waiting for an update on including the Bear River logo on our promotional materials.
6. **Other Participants** – MapAnnapolis was the only other participant attending the meeting
7. **Other Business** – Sandi has withdrawn from the committee but will continue to receive updates from Ken. The committee will also continue to meet on Tuesday at 2:00pm Atlantic Time.

Town of Annapolis Royal  
POLICY

TITLE: Policy Establishing the Marketing and Economic Development Committee	
Policy no.: 2020-	SUPERSEDES: November 16, 2020
EFFECTIVE DATE:	APPROVED BY COUNCIL MOTION:

1. Council hereby establishes the Marketing and Economic Development Committee as a standing committee.
2. The mandate of the Marketing and Economic Development Committee is to provide a strategic planning function to Council by identifying and recommending options to market, promote, and develop of all aspects of the Town of Annapolis Royal.
3. The mandate of the Marketing and Economic Development Committee also includes:
  - a. to gather information in order to identify and explore:
    - i. economic development opportunities
    - ii. community development opportunities
    - iii. ways to stimulate increased population; and
    - iv. promote commercial opportunities and land development.
  - b. to carry out public consultation and research in relation to development opportunities;
  - c. to take such other steps consistent with the Policy that the Committee deems reasonable and necessary to fulfill its mandate;
  - d. to receive submissions and bring forward to Council relevant to carrying out its mandate;
  - e. to review options, advise and make recommendations to Council;
  - f. to report monthly to Council;
  - g. to take action on such matters as are lawfully delegated to it by statute or by Council.
4. The Committee is authorized by Council to form sub-committees or task forces to work on a single defined task within the Committee's mandate.
5. The Marketing and Economic Development Committee shall be composed of two Councillors, two business representatives, and two residents or surrounding area – with the Mayor as ex officio member.
6. Members shall be appointed by Council in December of each year.

<u>Group</u>	<u>Recommendation</u>
Annapolis Valley Chambers of Commerce	\$1,000.00
Southwest Nova Biosphere	\$150.00
Historic Gardens	\$2,500.00
Twinning Committee	\$500.00
Festival of Dance	\$400.00
Annapolis Royal community Gardens	\$250.00
Annapolis Royal Legion Branch #21	\$350.00
Annapolis Board of Trade	\$2500 in-kind and \$2500.00 total \$5000.00
General Marketing	\$2,450.00
<b>TOTAL</b>	\$10,100.00