

DRAFT

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| Call to Order | 18:02 |
| Present | Members: Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Mayor Amery Boyer (ex-officio), Connie Arnold, Teresa Carlisle, Sharon Hall, and one member of the public Administration: CAO Sandi Millett Campbell, CDC Ken Knox |
| Absent | Laura Robinson |
| Additions to the Agenda | None |
| Approval of the Agenda | MOTION #MEDC2021-4-13-01 Regularly moved and seconded. Motion Carried |
| Edits to the Minutes | None |
| Approval of the Minutes | MOTION #MEDC2021-4-13-02 Regularly moved and seconded. Motion Carried |

1. PUBLIC INPUT-NONE

2. PRESENTATIONS -NONE

3. BUSINESS ARISING

i. Beyond Oqwa'titek

MEDC was briefed on the progress of the Beyond Oqwa'titek Working Group. This included a funding update and a new database of volunteers from Clan Donald.

ii. Our Tartan

CAO Millett Campbell briefed the committee on the discussions with the rights-holder of the Annapolis Royal Tartan.

Following a suggestion from Council, Town Staff have designed a new tartan representing the historical communities of Annapolis Royal and its environs. A Scottish custom weaving company (Glasgow) with an established local distributor in the Valley have been engaged in initial discussions. The timing is such that it is possible to have both whole cloth and products available for this summer.

MOTION #MEDC2021-4-13-03: The MEDC Committee recommends to Council that it adopts the Tartan designed by Staff, and that it registers the tartan to retain rights to its use.

Regularly moved and seconded. **Motion Carried**

Action: Continue initial discussions weaver and distributor

Responsibility: CDC Knox

Date: 18:00 on 11MAY21 (via Zoom)

iii. MEDC Mandate Status Update

The committee was informed that Council has tabled reviewing the MEDC mandate until after the completion of the Strategic Plan.

4. NEW BUSINESS

i. Marketing Plan

Sharon Hall introduced the Marketing Plan to the committee, briefing the members on its intended scope and phasing. The Plan is a collaborative effort between the Town, the Board of Trade, and AIRO. The discussion centered on details of the plan, metrics for success, and timing. The need to commit the entire marketing budget to the plan at this time was also discussed.

MOTION #MEDC2021-4-13-04: The MEDC Committee recommends that Council move forward with Phase I of the Marketing plan, authorizing \$1500.00. Further, Phase I will be extended from April 20th to July 31st (15 weeks). Regularly moved and seconded. **Motion Carried**

Action: Collect data on Social Media Engagement related to the Marketing Plan

Responsibility: CDC Knox

Date: 18:00 on 11MAY21 (via Zoom)

5. **TWINNING COMMITTEE MINUTES/REPORT**

The access to the upcoming presentation on Pierre Dugua, sieur de mons was shared with committee members

6. **CORRESPONDENCE FOR INFORMATION-NONE**

7. **Next Meeting:** May 11, 2021 at 18:00

8. **ADJOURNMENT**

MOTION #MEDC2021-4-13-05 regularly moved to adjourn at 19:33