

DRAFT

Call to Order	18:07
Present	Members: 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
Regrets	Chair Michael Tompkins
Additions to the Agenda	New Business, Item iii: Resignation of Member Robinson
Approval of the Agenda	MOTION #MEDC2021-5-11-01 Regularly moved and seconded. Motion Carried
Edits to the Minutes	None
Approval of the Minutes	MOTION #MEDC2021-5-11-02 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 the progress of planning.

ii. Our Tartan

CDC Knox briefed the committee on the progress of the Tartan. A name, Annapolis Royal Heritage Tartan, has been recommended by the CoW to Council for the 17MAY21 meeting. There has also been a meeting with the Scottish mill and the local distributor. Everything is on track for availability by mid-summer. Once Council has approved the name the tartan will be registered.

4. NEW BUSINESS

i. Marketing Plan Update

Sharon Hall updated the committee. The original plan has been modified. The ABoT and AIRO will conduct their own "Stay Another Day" campaign this summer, which the Town can support as appropriate. The Committee will also develop a plan which ramps up in the fall and runs into spring. Select members (see Action below) will meet to begin this work and report back to the Committee.

Action: Councillor Sanford will meet with Members Carlisle and Hall to begin planning for fall campaign

Responsibility: Councillor Sanford

Date: Report back to the Committee at 18:00 on 8JUN21 (via Zoom)

ii. Social Media 101

Councillor Sanford along with Social Media Expert Diana Lewis proposed a plan to support local businesses gain basic social media skills. This class will cost \$50 per business. They will learn how to tweet, post, what is the ideal demographics, etc. The Town will help the small businesses who sign up by paying half of their cost, a total \$300.00 for the town. Staff were directed to make contact and begin planning for the class.

Action: MEDC will coordinate with Diana Lewis to set up and advertise the class

Responsibility: CDC Knox

Date: Initial contact with Ms. Lewis by 12MAY21

iii. Resignation of Member Robinson

It was reported that Member Laura Robinson is unable to continue serving on the Committee. Staff were directed to thank the (former) Member for her efforts.

Action: Thank Laura Robinson for her volunteer work with the Committee

Responsibility: CDC Knox

Date: 12MAY21

5. **TWINNING COMMITTEE MINUTES/REPORT**

The Chair of the Twinning Committee reported the success of the Dugua presentation.

6. **CORRESPONDENCE FOR INFORMATION-NONE**

7. **Next Meeting:** June 8, 2021 at 18:00

8. **ADJOURNMENT**

MOTION #MEDC2021-5-11-03 Adjourned by Unanimous Consent at 19:00