

Town of Annapolis Royal
Marketing and Economic Development Committee
13JUL21

Call to Order	18:03
Present	Members: Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Connie Arnold, Teresa Carlisle, Sharon Hall, and one member of the public Administration: CAO Sandi Millett Campbell, CDC Ken Knox
Regrets	Sharon Hall
Additions to the Agenda	7. Business Arising iv. Natal Day Update 8. New Business iii Town Crier 9. Twinning Committee ii. Update
Approval of the Agenda	MOTION #MEDC2021-7-13-01 Regularly moved and seconded. Motion Carried
Edits to the Minutes	None
Approval of the Minutes	MOTION #MEDC2021-7-13-02 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 last meeting of the Beyond Oqwa'titek Working Group. The virtual Roundtable went well and has been viewed (at least in part) ~1000x. The Committee has been notified that it will receive funding from Communities, Culture, and Heritage, but the cheque has not yet arrived. The Schedule is being finalized but will not be complete until all funding is in place, and everything is aligned.

ii. Annapolis Royal Heritage Tartan

CDC Knox briefed the committee on the latest news regarding the Tartan. The weaving will be complete on 17JUL21. A call is scheduled with the distributor to order the initial run of goods and how the distributor will reach out to local retailers.

iii. Marketing Plan Update

Teresa Carlisle noted that the pricing is still being worked out. Also, development has begun on an interactive video.

iv. Natal Day Update

Councillor Sanford briefed the Committee on progress. Due to current Covid restriction both fireworks and the street dance are not practical in terms of the compliance measures required. Instead, a series of events at the "O" are being planned.

4. NEW BUSINESS

i. Barefoot Park

Councillor Sanford briefed the Committee on the concept of a "Barefoot Park". It is proposed that development options at First Lake be explored. Volunteers for a Task Team will be sought.

Action: Develop a Task Team to research possible development at First Lake. An ad will be placed in the Town Crier.

Responsibility: CDC Knox

Date: Next issue of the Town Crier

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ii. Develop NS Proposal

Teresa Carlisle updated the committee on a proposal submitted to Develop NS related to waterfront revitalization. A Task team will be formed to explore options.

Action: Develop a Task Team to research possible development on the waterfront. An ad will be placed in the Town Crier.

Responsibility: CDC Knox

Date: Next issue of the Town Crier

iii. Town Crier

CDC Knox briefed the Committee on proposed changes to the production and distribution of the Town Crier. As part of meeting the goals of the strategic plan, efforts are being made to be more environmentally friendly, reduce waste, and streamline staff operations. To this end, it is proposed that the Town Crier would not be printed in the same numbers. Electronic versions would be emailed and available online. A limited number would be printed and available at Town Hall. Further, interested parties may subscribe to the newsletter and receive a copy by post.

MOTION #MEDC2021-7-13-03. It was moved that MEDC recommend to Council that the production of the Town Crier be streamlined in order to conserve resources, reduce staff time on printing, and meet strategic goals. The newsletter will be available electronically, at Town Hall, and by subscription. Regularly moved and seconded. **Motion Carried**

5. TWINNING COMMITTEE MINUTES/REPORT

- i. The Twinning Committee thanked MEDC for this year's grant.
- ii. Update

Mayor Boyer and CAO Campbell-Millet met with the Twinning Committee to discuss proposed changes to the Committee's structure. These proposed changes affect the Committee's standing with Council and would allow the committee to fundraise. The Committee will no longer report to MEDC, but instead directly to Council via the appointed council representative.

6. CORRESPONDENCE FOR INFORMATION-NONE

7. Next Meeting: September 14, 2021 at 1800

8. ADJOURNMENT

MOTION #MEDC2021-7-13-04 Adjourned at 19:33