

## DRAFT MINUTES

<b>Call to Order</b>	18:02
<b>Present</b>	<b>Members:</b> Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Connie Arnold (via Zoom), Teresa Carlisle, Mayor Amery Boyer <b>Administration:</b> CAO Sandi Millett Campbell, CDC Ken Knox
<b>Regrets</b>	None
<b>Additions to the Agenda</b>	8 ii-Member resignation
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2021-10-12-01 Regularly moved and seconded as amended. Motion Carried</b>
<b>Edits to the Minutes</b>	None
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2021-10-12-02 Regularly moved and seconded. Motion Carried</b>

**1. PUBLIC INPUT-NONE**

**2. PRESENTATIONS -NONE**

**3. BUSINESS ARISING**

i. Beyond Oqwa'titek

MEDC was briefed on the success of the weekend. There were no major issues. All Covid protocols were followed. Attendance was good and feedback from attendees was very positive. Staff are currently compiling after-event reports in order to meet contractual terms and conditions and qualify for funding next year.

ii. Annapolis Royal Heritage Tartan

CDC Knox briefed the committee on the latest news regarding the Tartan. The tartan is on sale at local businesses and is generally well received. Sample goods were shared with Committee members. The Committee also discussed advertising in the Reader and a Christmas promotion via social media.

iii. Marketing Plan Update

Covid and other events hindered the implementation of the marketing plan. It was suggested that the plan be re-examined with a goal of December start and Spring implementation. It was also suggested that the Committee look at apps which will allow automated scheduling of social media posts.

iv. Natal Day Update

The committee was asked to recommend to Council that the \$2500 put down as a deposit for Natal Day fireworks instead be used for a smaller fireworks display at the Parade of Lights which are tentatively scheduled for 26NOV21.

**MOTION #MEDC2021-10-12-03.** It was regularly moved and seconded moved that MEDC recommend to Council that the deposit of \$2500.00 given to the Fireworks company for the Natal Day celebration instead be used for a smaller fireworks display at the Parade of Lights. **Motion Carried**

**Action:** Reach out to Annapolis Board of Trade for feedback and a possible contribution.

**Responsibility:** CDC Knox

**Date:** ASAP

## DRAFT MINUTES

v. Develop NS Meetings

CAO Millett Campbell along with Mayor Boyer, Councillor Tompkins, and CARP met with Develop NS to discuss a place-making initiative for FY 22/23. The group toured the downtown area. The project would focus on drawing attention to Town. The group will generate ideas for further exploration.

Teresa Carlisle has met previously with Develop NS to discuss a possible tall ship project. The feedback from Develop NS indicated that Digby may be a preferable location given existing infrastructure. Member Carlisle is presenting a related proposal to a working group in Digby for the ship to be based in Digby and travel to Annapolis Royal.

**Action:** Develop ad for a Task Team to research possible development for a Develop NS Place making initiative.

**Responsibility:** CDC Knox

**Date:** Next issue of the Town Crier

vi. Task Team Updates

It was reported to the Committee that there has been no response to the prior Task Team advertisements for the Waterfront and First Pond. Also the Library has begun looking at wayfinding as well.

**Action:** Re-work the ads for a Task Team to research possible development for a Develop NS initiative and First Pond and set meeting for Wayfinding Task Team

**Responsibility:** CDC Knox

**Date:** ASAP

#### 4. NEW BUSINESS

i. Valley REN

Cao Millett Campbell and Mayor Boyer met with representatives of Valley REN to discuss their annual report and Strategic Plan, as well as to share the Town's Strategic Plan. The group discussed ways to work together in the future, including possibly on a regional energy plan.

ii. AD HOC Discussion on working with outside groups and volunteers

The Committee discussed the relative lack of volunteers as well as a desire to improve working relationships with outside groups. To this end it was proposed to have a "brainstorming" session to look at development issues and strategies. It was also felt that an "outside" facilitator would be most effective.

**Action:** Contact Greg Barr about leading a brainstorming session early 2022

**Responsibility:** CAO Millett Campbell

**Date:** ASAP

#### 5. CORRESPONDENCE FOR INFORMATION

i. Atlantic Canada Boom for information purposes

#### 6. Next Meeting: November 9, 2021 at 1800

#### 7. ADJOURNMENT

Town of Annapolis Royal  
Marketing and Economic Development Committee  
12OCT21

## **DRAFT MINUTES**

**MOTION #MEDC2021-10-12-04** Adjourned at 19:55