

**Town of Annapolis Royal**  
**Marketing and Economic Development Committee**  
**26APR22**

<b>Call to Order</b>	18:00
<b>Present</b>	<b>Members:</b> Vice-Chair Teresa Carlisle, Councillor Holly Sanford, Connie Arnold (via Zoom), Daniela Siggia (via Zoom), Mayor Amery Boyer, and Greg Barr (departed at 18:25) <b>Administration:</b> CAO Millett Campbell, CDC Ken Knox
<b>Regrets</b>	Chair Michael Tompkins, Jim Wight
<b>Additions to the Agenda</b>	None
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2022-04-26-01</b> Regularly Moved and Seconded. Motion Carried
<b>Edits to the Minutes</b>	NA
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2022-04-26-02</b> Approved by Unanimous Consent

**1. PUBLIC INPUT-NONE**

**2. PRESENTATIONS-NONE**

**3. New Member Daniela Siggia introduced herself to the committee**

**4. BUSINESS ARISING**

- i. **Review of the 2<sup>nd</sup> Public Engagement Event-** Greg Barr provided feedback to the Committee. The overall consensus was that the 2<sup>nd</sup> engagement event was positive. While there was some focusing on the past, the majority of the discussion was on the role that MEDC can play in the community. Many ideas with examples were put forward by the attendees. The committee will now produce a prioritized list of areas in which it will focus.

**Action:** MDO Knox will create the prioritized list to circulate to the Committee.

**Responsibility:** CDC Knox

**Date:** 9MAY22

- ii. **Planning for the next engagement event-** It was determined that a third engagement event may not be necessary. Once complete, the prioritized list of MEDC activities will be circulate to the attendees. The Committee will then seek to develop specific task teams to address appropriate areas of development
- iii. **Wayfinding Committee Update-** postponed
- iv. **Natal Day Update-** Planning continues. The Natal Day Committee had discussed the possibility of the Wapikoni Indigenous Short films being shown during the Street Dance to provide an alternative, but it was determined that this would be better as a stand-alone event.

**5. NEW BUSINESS-**

- i. **Tourism Regional Marketing Assistance Program Grant for Signage-** The Town has received a \$10K grant for Marketing Signage to promote the region. A Task Team will be established to move the project forward. Committee members Carlisle, Sanford, and Tompkins have volunteered. The first meeting will be May 3<sup>rd</sup>.

**Action:** Establish “marketing signage” Task team by seeking volunteers through media channels

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**Responsibility:** MDO Knox

**Date:** ASAP

- ii. **EV Charger Sponsorship-** A proposal was put forward by MDO Knox to develop a plan to seek sponsorship for the EV Charging stations. This sponsorship will offset the cost to the Town and provide a marketing opportunity to the sponsors

**MOTION #MEDC2022-04-26-03** It was regularly moved and seconded to recommend to Council to approve the development of a sponsorship plan for the EV Charging stations. **Motion Carried**

- iii. **STAR Program-** the Date and time of the next meeting were shared for information purposes.

- 6. **CORRESPONDENCE FOR INFORMATION-**Correspondence relating to the second public engagement event was shared with the Committee

- 7. **Next Meeting:** 9 May 2022 at 1800. There will also be a planning meeting on 18JAN22 at 1800

- 8. **ADJOURNMENT**

**MOTION #MEDC2022-04-26-05** Meeting was adjourned at 1905. **Regularly moved.**