

**Town of Annapolis Royal**  
**Marketing and Economic Development Committee**  
**14JUN22**

<b>Call to Order</b>	18:05
<b>Present</b>	<b>Members:</b> Chair Michael Tompkins, Councillor Holly Sanford, Mayor Amery Boyer, Daniela Siggia, and Jim Wight <b>Administration:</b> CAO Millett Campbell, MDO Ken Knox
<b>Regrets</b>	Connie Arnold, Teresa Carlisle
<b>Additions to the Agenda</b>	New Item 3- introduction of new Member Jim Wight
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2022-06-14-01</b> Regularly Moved and Seconded. Motion Carried
<b>Edits to the Minutes</b>	None
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2022-06-14-02</b> Approved by Unanimous Consent

**1. PUBLIC INPUT-No member of the Public was present**

**2. PRESENTATIONS-NONE**

**3. Introduction of New Member**

Jim Wight introduced himself to the committee. He has recently moved here from the west coast and is a local business owner.

**4. BUSINESS ARISING**

**i. Task Team Volunteers**

**i. First Lake:**

Adele MacDonald, Sam Anson, Amy Howe, Greg Barr, Michael Tompkins, Holly Sanford (Chair)

**ii. Waterfront Redevelopment:**

John Bottomly, Laura Boyko Adele MacDonald, Sam Anson, Paul Sanford, Paul Beasant, Holly Sanford, Michael Tompkins (Chair)

**Action:** Contact Task Team Members to arrange first meeting

**Responsibility:** Chair of each Task Team

**Date:** ASAP

**Action:** Contact past waterfront redevelopment committee members to assess interest in further involvement

**Responsibility:** MDO Knox

**Date:** ASAP

**ii. Natal Day Update**

**i. Councillor Sanford updated the committee on Natal Day plans, which include;**

1. 2 bands
2. The street closure application has been submitted
3. Whiskey Teller is applying for a special event license
4. Food vendors will be encouraged to attend, to Include Tom's Cool Bus
5. The cadets will not be attending
6. There will be an encampment

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- 7. Skippers will attend
- 8. There will be a splash mob

**Action:** Create a draft Schedule  
**Responsibility:** MDO Knox + Councillor Sanford  
**Date:** ASAP

iii. **Tourism Regional Marketing Assistance Program Grant for Signage**

Advertising on Bay Ferries will not be an option until next year. Chair Tompkins will explorer working with the Explorer Guide to provide marketing channels. Research will also be conducted to determine if Town Land can be used for signage near the 101. Committee member Siggia has also volunteered to edit a commercial to be used on social media.

iv. DevelopNS meeting

Meeting will be 27JUN22 at 11am

v. Adopt-a-Vendor Program

A community lead has initiated this program. Details will be shared with Town Hall

vi. LG Garden Party

The Garden Party will be on 25AUG22 at the Historic Gardens

**5. NEW BUSINESS-**

i. **Review of draft MEDC Marketing Workplan**

Draft workplan created by Mayor Boyer has been circulated. The workplan will be updated after each meeting and circulated to the committee.

**Action:** Review the draft workplan adding detail as needed  
**Responsibility:** MDO Knox  
**Date:** ASAP

**6. CORRESPONDENCE FOR INFORMATION-**

**7. Next Meeting:** 12 July 2022 at 1800.

**8. ADJOURNMENT**

**MOTION #MEDC2022-06-14-03** Meeting was adjourned at 2010. **Regularly moved.**