

**Town of Annapolis Royal**  
**Marketing and Economic Development Committee**  
**10JAN23**

<b>Call to Order</b>	18:00
<b>Present</b>	<b>Members:</b> Chair Michael Tompkins, Councillor Holly Sanford, Daniela Siggia, Mayor Amery Boyer (ex-officio), and one member of the public <b>Administration:</b> CAO Millett Campbell, CDC Ken Knox
<b>Regrets</b>	Vice-Chair Teresa Carlisle, Jim Wight
<b>Additions to the Agenda</b>	1 Election of Officers, 6 Correspondence- SCANS
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2023-01-10-01</b> Regularly Moved and Seconded. Motion Carried
<b>Edits to the Minutes</b>	"First Lake" changed to "First Pond"
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2023-01-10-02</b> Approved by Unanimous Consent

**1. Election of Officers**

Discussion tabled until all members are present

**2. PUBLIC INPUT-NONE**

**3. PRESENTATIONS-NONE**

**4. BUSINESS ARISING**

**i. Build NS Grant**

The committee was briefed on the most recent meeting of the group. Potential projects were discussed.  
The next meeting will be 24JAN23

**ii. Task Team Updates**

**a. First Pond**

Task Team has not met, but will meet soon

**Action:** Hold meeting of First Pond Task Team

**Responsibility:** Holly Sanford

**Date:** for 14FEB23

**b. Waterfront Development**

A meeting will be scheduled for the near future

**Action:** Hold meeting of First Pond Task Team

**Responsibility:** Chair Michael Tompkins

**Date:** for 14FEB23

**iii. Tourism Regional Marketing Assistance Program Grant for Signage Task Team Update**

**a. Samples**

The Committee reviewed and discussed sample signs shared by Daniela Siggia. Based on discussions, a new set of samples will be created for the next MEDC meeting.

**Action:** Create additional sign samples based on discussions

**Responsibility:** Daniela Siggia

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**5. NEW BUSINESS**

**i. GENIE**

A draft policy for a new program which incentivizes new events in Town was shared. The committee reviewed the policy and made suggestions which will be incorporated into the next draft.

**Action:** Update Draft Policy as per discussions

**Responsibility:** CDC Knox

**Date:** for 14FEB23

**6. Correspondence**

The committee reviewed an email from Paul Kellogg. The email was a copy of a letter sent to SCANS, an adult education program. The Committee supported the ideas put forth- that Annapolis Royal would be an excellent location for classes. Staff were directed to reach out to the organization in support of the email.

**Action:** Contact SCANS for follow up

**Responsibility:** CDC Knox

**Date:** ASAP

**7. Next Meeting:** February 14, 2023, at 6:00 p.m.

**8. ADJOURNMENT**

**MOTION #MEDC2023-01-10-03** Meeting was adjourned at 19:35. **Regularly moved.**