

Town of Annapolis Royal
Marketing and Economic Development Committee
2FEB23

Call to Order	18:00
Present	Members: Chair Michael Tompkins, Vice-Chair Teresa Carlisle, Councillor Holly Sanford, Daniela Siggia, Mayor Amery Boyer (ex-officio) - Mayor Boyer departed at 1840 Administration: CAO Millett Campbell, CDC Ken Knox
Regrets	Jim Wight, Anne Crossman
Additions to the Agenda	New Business item v. Videos for Bay Ferries
Approval of the Agenda	MOTION #MEDC2023-02-02-01 Approved by Unanimous Consent
Edits to the Minutes	NONE
Approval of the Minutes	MOTION #MEDC2023-02-02-02 Approved by Unanimous Consent

1. PUBLIC INPUT-NONE

2. PRESENTATIONS-NONE

3. BUSINESS ARISING

i. Build NS Grant

The committee was briefed on the most recent meeting of the group. BuildNS representatives will attend the next project meeting on 7FEB23 to give feedback on the current state of the proposal.

ii. Task Team Updates

a. First Pond

The TT has meet and welcomed a new member, Deb Ryan. The TT will also reach out to CARP for input/support in developing their proposal.

b. Waterfront Development

Given other projects under consideration on the Waterfront, the TT Chair has recommended temporarily suspending TT activities.

Action: Contact Task Team Members to inform them of the temporary suspension of activities

Responsibility: Chair Tompkins

Date: for ASAP

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 final set of samples will be created for the next MEDC meeting.

Action: Create final versions of the sign

Responsibility: Daniela Siggia

Date: for 14MAR23

Action: Contact Integrity for indicative pricing on an 8' x 12' sign

Responsibility: CDC Knox

Date: ASAP

iv. **GENIE**

This economic development policy was discussed with the committee and will move forward.

MOTION #MEDC2023-02-02-03 It was regularly moved and seconded to recommend to Council to approve the proposal for the GENIE Policy with a review after one year. **Motion Carried**

4. **NEW BUSINESS**

i. **PIQL Policy**

This policy is to enhance quality of life in the community. The community discussed details and recommended a change in the working definitions of new and recurring.

MOTION #MEDC2023-02-02-04 It was regularly moved and seconded to recommend to Council to approve the proposal for the PIQL Policy with a review after one year. **Motion Carried**

ii. **Small Business Workshops**

Committee members Sanford and Siggia have offered to conduct a workshop to support small business. The ABoT will be approached regarding participation. The workshops will be conducted over several evenings in March. Dates and times TBD.

5. **Correspondence**

The committee reviewed an letter from the Deputy Minister of Public Works regarding an upcoming study on the viability of the Yarmouth ferry. Members should give feedback was to CAO Millett-Campbell NLT 14FEB23 to draft a response.

Action: Draft a response to the Deputy Minister's letter

Responsibility: CAO Millett-Campbell

Date: 17FEB23

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

7. **ADJOURNMENT**

MOTION #MEDC2023-02-05 Meeting was adjourned at 19:50. **Regularly moved.**