

Town of Annapolis Royal
Marketing and Economic Development Committee
9MAY23

Call to Order	18:00
Present	Members: Chair Daniela Siggia, Vice-Chair Anne Crossman, Councillor Holly Sanford, Mayor Amery Boyer (ex-officio), Jim Wight Administration: CAO Millett Campbell, CDC Ken Knox
Regrets	Councillor Michael Tompkins,
Additions to the Agenda	New Business ii Explorer Update, iii Community Radio, iv Town as a film location
Approval of the Agenda	MOTION #MEDC2023-05-09-01 Approved by Unanimous Consent
Edits to the Minutes	None
Approval of the Minutes	MOTION #MEDC2023-05-09-02 Regularly Moved and Seconded, Motion Carried

1. PUBLIC INPUT-NONE

2. PRESENTATIONS-NONE

3. BUSINESS ARISING

i. April 11 Event Review

The committee was briefed on the April 11th event. Approximately 20 people attended, and the evening was very informative.

ii. ii. Tourism Regional Marketing Assistance Program Grant

The next steps for this project were discussed. Chair Siggia will prepare a mockup of the sign and CDC Knox will create a map showing placement, both to be forwarded to Council.

MOTION #MEDC2023-05-09-03 "It was regularly Moved and Seconded that MEDC recommend to Council that it approve the installation of the "Annapolis Royal Next Exit" sign on Town property at First Lake to be visible to vehicles approaching exit 22." **Motion Carried**

iii. Natal Day Update

The committee was briefed on the preparations for Natal Day. All is in order, and new activities are being planned. It was stressed that the parade and road closure application be submitted to in time to be approved by Council in July.

iv. BuildNS Update

The committee was briefed on the next Annapolis Royal Refresh! (BuildNS) event on 11 May at 6:30pm in the Dugua Room at the Community Hub.

v. Other Actions

Action: Task Team Meeting for First Lake

Owner: Councillor Sanford

Date: Before 13JUN23

Action: Advertise PIQL/GENIE Programs

Owner: CDC Knox

Date: ASAP

5. NEW BUSINESS

i. **Budget Update**

The proposed budget was approved with the addition of funds for the Dragon Boat race.

ii. **Update form the Explorer Guide**

A recent discussion revealed the weekly guide will not be printed this year. The Town will do its best to keep the community calendar updated with local events

iii. **Community Radio/Podcast**

The possibility of creating asynchronous radio programs (podcasts) was discussed. If done properly, this could be a great way to engage multiple segments of the community. Ways to work independently, with local schools, and possibly with Eastlink will be explored.

Action: Explore ways to create community radio/podcast

Owner: Chair Siggia and Anne Crossman with support of CDC Know

Date: On-going

iv. **The Town as a filming location**

It is generally recognized that Annapolis Royal is the most beautiful Town in Nova Scotia. Committee members will look for opportunities to support/encourage documentary/film production in the Town.

6. Correspondence-NONE

7. Next Meeting: 13 June, 2023 at 6:00 p.m.

8. ADJOURNMENT at 19:25