

Town of Annapolis Royal
Marketing and Economic Development Committee (MEDEC)
APPROVED MINUTES
November 14, 2023, 6:00 pm

1. Call to Order	5:59pm
2. Present	Members: Chair Daniela Siggia Beasant (virtual), Vice Chair Anne Crossman, Councillor Holly Sanford, and James Wight Member of Public Roger Lindala Administration: CAO Sandi Millett Campbell and Recording Secretary Kim Dunning
3. Regrets	Mayor Amery Boyer (ex-officio), Deputy Mayor Michael Tompkins,
4. Additions to the Agenda	New Business 10. v. Two picture frames for tourist photos New Business 10. vi. Community Radio New Business 10. vii. EV Chargers New Business 10. viii. Move of the Ferry Fundy Rose to the Magdalene Islands
5. Approval of the Agenda	MOTION #MEDC2023-10-10-01 Regularly moved and seconded, to approve the agenda with the additions. Motion carried
6. Edits to the Minutes	
7. Approval of the Minutes	MOTION #MEDC2023-10-10-02 Regularly moved and seconded, to approve the minutes of October 10, 2024. Motion Carried

8. PUBLIC INPUT

9. PRESENTATIONS:

10. NEW BUSINESS

- i. **Tourism Nova Scotia – July 2023 Visitation**
Information only.
- ii. **Winter Tourism Partners – Promote Awareness in Winterscapes Calendar 2024 Digital & Print Edition**
The Committee agreed to use part of the marketing budget for the 2024 calendar. Deadline is November 20th, 2023. Recommendation to use visual? pictures of the Town for the calendar, which are due for submission by November 30th. Chair Siggia Beasant will compile some suggestions and share them for feedback.

ACTION: Submit a booking, and prepare the 2024 calendar
OWNER: Chair Daniela Siggia Beasant
DATE: November 20, 2023 (booking) / November 30, 2023 (calendar)
- iii. **Scotiabank Bank Closure**
Council had requested that the draft letter be reviewed by MEDC for their input. MEDC recommends that the letter includes the concern for seniors using digital banking with all the

phishing, fraud, and scams.

MOTION #MEDC2023-10-10-03

Moved and seconded to recommend to Council that the draft letter be sent to Scotiabank on behalf of Council and Town. **Motion carried.**

iv. **Board of Trade**

Chair Siggia Beasant was informed that the Board of Trade is considering dissolution. A meeting is being held tomorrow night if anyone is available to attend.

v. **Picture Frames for Tourist Photos**

Vice Chair Crossman asked about having large frames in a couple of locations for people to take pictures. CAO Millett-Campbell advised that Annapolis Royal Refresh had previously investigated this, but finding a location with enough space was an issue.

vi. **Community Radio**

Future project. Suggestion that the Innovation Hub might be interested in taking this on.

vii. **EV Chargers**

Vice Chair Crossman asked how many additional EV chargers the Town needs. CAO Millett-Campbell advised that a grant request is currently with Nova Scotia Power. Vice Chair Crossman will share a document she has received from an oil company regarding installing EV chargers.

ACTION: Share document from oil company

OWNER: Vice Chair Crossman

DATE: As soon as possible

viii. **Move of the Ferry Fundy Rose to the Magdalene Islands**

Vice Chair Crossman has recommended that a letter be sent to various local affected municipalities and others to express their concerns regarding this move. She will draft a letter and send it to CAO Millett-Campbell to add to the agenda for the Council meeting tomorrow at 6:00 pm.

MOTION #MEDC2023-10-10-04

Moved and seconded to recommend to Council to send a letter to various local affected municipalities and provincial entities about the possible move of the Fundy Rose to the Magdalene Islands for an indefinite period. **Motion carried.**

ACTION: Compose a letter

OWNER: Vice Chair Crossman

DATE: November 15, 2023

11. UNFINISHED BUSINESS

i. **First Lake – Barefoot Park Concept**

Committee reviewed Barefoot Park Preliminary Concept Plan Sketch with Notes. This concept was done through the MEDC budget, and the next steps would be for this to be reviewed by Council for them to establish if they would like this to proceed with a business plan.

Recommendation for a SWOT analysis to be completed now, and Councillor Sanford will contact

the team as there is money in the budget for this.

ACTION: Set up a task team and include Chair Siggia Beasant

OWNER: Councillor Holly Sanford

DATE: As soon as possible

ii. **Uniting Tradition with Tomorrow**

The Committee reviewed the document and the suggestions received by email and during the meeting. There was confusion about the Strategic Plan and CAO Millett-Campbell will send an email to Chair Siggia Beasant to clarify that there has to be alignment with the Strategic Plan. Recommendation to review at next meeting in December ready for Council to review in January 2024. Roger Lindala asked for a copy of this.

ACTION: Send Uniting Tradition with Tomorrow to Roger Lindala

OWNER: Kim Dunning

DATE: As soon as possible

12. **Correspondence:** None

13. **Next Meeting:** December 12, 2023, at 6:00 pm.

14. **ADJOURNMENT**

The meeting was adjourned at 7:28pm.



Chair Daniela Siggia Beasant



Recording Secretary Kim Dunning

