

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
APPROVED MINUTES  
October 10, 2023 at 6:00 pm**

<b>1. Call to Order</b>	5:58 pm
<b>2. Present</b>	<b>Members:</b> Chair Daniela Siggia, Vice Chair Anne Crossman, Mayor Amery Boyer (ex-officio), and Teresa Carlisle <b>Administration:</b> CAO Sandi Millett Campbell and Recording Secretary Kim Dunning
<b>3. Regrets</b>	Councillor Holly Sanford, Councillor Michael Tompkins, and James Wight
<b>4. Additions to the Agenda</b>	New Business: ii. Municipalities Paving Problems
<b>5. Approval of the Agenda</b>	<b>MOTION #MEDC2023-10-10-01</b> Regularly Moved and Seconded, to approve the agenda with the addition. <b>Motion Carried</b>
<b>6. Edits to the Minutes</b>	Mayor Boyer advised there were a few typos and will send to Recording Secretary for changes
<b>7. Approval of the Minutes</b>	<b>MOTION #MEDC2023-10-10-02</b> Regularly Moved and Seconded, to approve the minutes with the changes. <b>Motion Carried</b>

**8. PUBLIC INPUT**

Roger Lindala attended the meeting. He and his wife have recently moved to Annapolis Royal. They are very happy to be here and would like “more of the same please”. They moved back here as they have family/parents in Halifax and wanted to be nearer to them. His wife is an artist, and the arts community has been very welcoming to her.

**9. PRESENTATIONS:**

**10. NEW BUSINESS**

**i. Chair’s Report**

Uniting Tradition with Tomorrow – For a Flourishing Annapolis Royal document was previously shared with the Committee. Chair Siggia asked each member for their likes/dislikes and asked for feedback via email as soon as possible. Chair Siggia will contact the three members who were unable to attend the meeting. Mayor Boyer mentioned Teresa Carlisle’s Marketing Plan Report submitted many months ago, and she will share this with the Chair Siggia. CAO advised Chair Siggia that there is still a \$5,000 budget available to use for a MEDC campaign. Suggestions for advertising in The Explorer or The Reader were suggested, and it was recommended that Chair Siggia contact them for a discussion.

**ACTION:** Send feedback to Chair Siggia on Uniting Tradition with Tomorrow document

**OWNER:** All

**DATE:** As soon as possible

**ACTION:** Reach out to members not in attendance for input

**OWNER:** Chief Siggia

**DATE:** As soon as possible

**ACTION:** Share Marketing Plan Report submitted earlier by Teresa Carlisle with Chair Siggia

**OWNER:** Mayor Boyer

**DATE:** As soon as possible

ii. **Municipalities' Paving Problems**

Vice Chair Crossman asked about who maintains the roads between Highway 1 from Middleton to Annapolis Royal. Various people have spoken to her about the road conditions and how bad they are (potholes, etc.). CAO Millett Campbell advised that this depends on who owns the roads, and the one in question belongs to the County of Annapolis.

**11. UNFINISHED BUSINESS**

i. **Annapolis Royal Refresh! Update**

CAO provided an update. Crushed gravel has been placed behind the stall at Market Square and a pathway has been added. Big outdoor games are being purchased and two additional bistro sets will be added. Currently working on how to let people know that there is a mural on the wharf. Also working on the wayfinding signs.

ii. **Tourist Digital Assistance Program (TDAP) Update**

CAO said that the previous pictures taken by TDAP were not of very good quality and advised them that going forward the Town would not be using them; they in turn offered another contract. Last week, TDAP came here to take some new pictures, so hopefully these will be of better quality.

iii. **Highway Sign Update**

CAO advised that the highway sign has been printed and will be installed by December.

iv. **Task Team First Lake Update**

CAO advised that five people attended the walk and Council Sanford, Active Living Coordinator (ALC) Noah Santon and CAO Millett Campbell will be meeting next week to see what options/designs the group can come up with in discussion with Joy Elliott.

**12. Correspondence:** None

**13. Next Meeting:** November 14, 2023, at 6:00 pm.

**14. ADJOURNMENT**

The meeting was adjourned at 7:26 pm.



Chair Daniela Siggia



Recording Secretary Kim Dunning