

Town of Annapolis Royal
Marketing and Economic Development Committee
September 12, 2023

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| Call to Order | 19:00 |
| 1. Present | Members: Chair Daniela Siggia, Vice Chair Anne Crossman, James Wight Councillor Holly Sanford, Councillor Michael Tompkins Administration: CAO Millett Campbell and recording secretary. Heather LeBlanc and Christine Igot (left at) |
| Regrets | Mayor Amery Boyer (ex-officio), Teresa Carlise |
| 2. Additions to the Agenda | Under New Business 8. iv) Valley Living |
| 3. Approval of the Agenda | MOTION #MEDC2023-09-12-01 Regularly Moved and Seconded, to approve the agenda with the addition. Motion Carried |
| Edits to the Minutes | none |
| 4. Approval of the Minutes | MOTION #MEDC2023-09-12-02 Regularly Moved and Seconded, to approve the minutes as presented. Motion Carried |

5. PUBLIC INPUT – NONE

6. PRESENTATIONS-NONE

i. MapAnnapolis – Heather LeBlanc

Ms LeBlanc showed a PowerPoint presentation on the program and history of MapAnnapolis. Heather went over the storyboards and background on churches, heritage properties, Garrison graveyard, Acadian settlements and deportation and the Black Loyalists. Always looking for funding and grant to go from year to year. Updates with Instagram and Facebook monthly. Average hits are about 6-7,000 per post. Coming up in the future working on Return to Acadie brochure in a self-guided tour and legacy project for the upcoming Acadian celebrations. MEDC could advocate any promotional opportunities with MapAnnapolis.

ii. Town Crier – Christine Igot

Ms Igot updated the Committee on her summer events and pleased on volunteering her time and is thoroughly enjoying the time spent doing the promotions. Ambassador or the Town of Annapolis Royal only. Currently at the farmers market doing two cries, one at 10:00am and one at noon and will probably continue to do this next year. Willing to work with business to do an opening for any special events, weddings, and grand openings. Lots of advertising in the local newspaper over the year. Looking for a new scroll for next fiscal year, new collar and new shirt. Millie Hawes does a lot of in-kind work for the costumes and should be recognized for her help. Would like to be included in all events and is a great marketing tool for the Town to take advantage of.

7. BUSINESS ARISING

i. Annapolis Royal Refresh Update

CAO Millet Campbell updated the Committee on the progress of project. Working on the market adjunct area this month, additional you are here signage,

ii. Task Team Update- First Lake

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The trail walk is scheduled for this Sunday with a rain date of Sunday Sept 24 for a 2.1 kilometres and you should bring water and bug spray. The walk through is for the task team members, MEDC members, staff and Council. There is an app called All Trails and our site is listed on, and the concern is that it is not a public trail as it is advertised.

ACTION: Contact members to advice rain date or still on

OWNER: Councillor Sanford

DATE: Friday September 15

iii. Free Parking Signs Installed

CAO Millett-Campbell update d the Committee on the new signs installed last month. Positive response to the sign from Committee.

8. NEW BUSINESS

i. Compelling Tourism Communities (CTC) Program

CAO updated on the program and the media visit was on September 1 -3rd. Waiting to receive a report on the visit.

ii. STAR Tourism Strategy 2023-2026

For information only.

iii. Chair's Report

Chair Siggia sent out "Uniting Tradition with Tomorrow" report for the Committee to review. Lots of input from the public, businesses owners was gathered and ideas how to work together on a plan for the Town to move forward from the marketing and economic development side. Committee to review the report and bring forward ideas at the next meeting.

ACTION: Committee members to review and bring forward recommendations

OWNER: All Committee members

DATE: October 14, 2023

iv. Valley Living

Anne Crossman brought forward a new advertising booklet that is mailed monthly and is distributed to over 8,000 households. Opportunity for advertising for the Town. Rates seem responsible.

9. Correspondence-NONE

10. Next Meeting: October 14, 2023 at 6:00pm.

11. ADJOURNMENT

The meeting was adjourned at 8:00 pm.

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Chair Daniela Siggia



Recording Secretary CAO Sandi
Millett- Campbell

