

Town of Annapolis Royal
Marketing and Economic Development Committee (MEDC)
APPROVED MINUTES
December 11, 2023, 6:00 pm

1. Call to Order	5:55 pm
2. Present	Chair Daniela Siggia-Beasant, Vice Chair Anne Crossman, Councillor Holly Sanford, James Wight, Mayor Amery Boyer (ex-officio), Deputy Mayor Michael Tompkins, CAO Sandi Millett-Campbell and Recording Secretary Kim Dunning Member of Public Roger Lindala joined at 6:06 pm
3. Regrets	
4. Additions to the Agenda	None
5. Approval of the Agenda	MOTION #MEDC2023-12-11-01 Regularly Moved and Seconded, to approve the agenda. Motion Carried
6. Edits to the Minutes	
7. Approval of the Minutes	MOTION #MEDC2023-12-11-02 Regularly Moved and Seconded, to approve the minutes of November 14, 2023. Motion Carried

8. PRESENTATIONS:

9. PUBLIC INPUT:

10. NEW BUSINESS

- i. Tourism Nova Scotia (TNS) Compelling Tourism Communities (CTC) Summer Digital Marketing Campaign Report
For information only.
- ii. 2023 StayAnotherDay.ca Advertising Campaign Report
This report was previously reviewed at Council and was recommended to go to MEDC for its review. Chair Siggia-Beasant will draft a response and share for input/review.

ACTION: Draft a thank you letter and share for input/review

NAME: Chair Siggia-Beasant

WHEN: As soon as possible

- iii. Tourism Performance Statistics for August 2023
For information only.

11. UNFINISHED BUSINESS

- i. Uniting Tradition with Tomorrow
The Uniting Tradition with Tomorrow document was shared, and Chair Siggia-Beasant asked for any changes. Chair Siggia-Beasant will update the document with the changes suggested. During discussion of this item, there was the suggestion of establishing a Genealogy Centre and Mayor

Boyer advised that Parks Canada did try and establish one previously, but it fell through. She will try and find out the reasons why it didn't happen. Mayor Boyer asked for a copy of the Strategic Plan to be shared with Roger Lindala for information.

ACTION: Email Strategic Plan link to Roger Lindala

NAME: Kim Dunning

DUE: As soon as possible

ACTION: Find out why the Genealogy Centre didn't happen through Parks Canada

NAME: Mayor Amery Boyer

DUE: As soon as possible

- ii. Winter Tourism Partners - Promote Awareness in Winterscapes Calendar 2024 Digital & Print Edition
Chair Siggia-Beasant will email an update on this.

ACTION: Email update on submission of booking and preparing a calendar

NAME: Chair Siggia-Beasant

DUE: As soon as possible

- iii. EV Chargers
Vice Chair Crossman has shared two documents regarding Petro-Canada and Shell installing EV chargers provincially.

- iv. First Lake – Barefoot Park Concept
Councillor Sanford has tried to find someone to complete the SWOT analysis. Chair Siggia-Beasant might have a person who can do this, but she does need to know how much is available in the budget. CAO Millett-Campbell will find out the amount and let Councillor Sanford know.

ACTION: Find out how much budget is left and give this information to Councillor Sanford

NAME: CAO Millett-Campbell

DUE: As soon as possible

- v. Highway Sign Update
CAO Millett-Campbell advised that the sign was too close to the intersection and needed to be moved. It has been taken down and stored at Public Works. Another option is to put the sign on Route 8 and Interim Director of Public Works Knox is working on options for placement.

12. Correspondence:

- i. Expedia – Friendliest Communities (And Towns) in Canada
For information only. Recommendation to include in the next Town Crier.

ACTION: Add to Town Crier

NAME: Kim Dunning

WHEN: Before January 15, 2024

- ii. Gerard Boyer – Acadian Family Reunions
Question was asked why this letter was sent to MEDC as they need to contact Parks Canada, Mapannapolis, Legion, etc. There may be an option for them to apply for grants. Chair Siggia-Beasant will draft a response and share it for their review/approval.

ACTION: Draft a response letter and share for review/approval


NAME: Chair Siggia-Beasant

WHEN: As soon as possible

- 13. Next Meeting: January 9, 2024, at 6:00 pm.

14. **ADJOURNMENT**

The meeting was adjourned at 7:13 pm.



Chair Daniela Siggia-Beasant



Recording Secretary Kim Dunning

