

**Marketing and Economic Development Committee Meeting  
 Approved Minutes  
 February 13, 2024 at 6:00 pm**

<b>1. Call to Order</b>	Chair Siggia-Beasant called the meeting to order at 6:00 pm
<b>2. Present</b>	Chair Daniela Siggia-Beasant (virtual), Vice Chair Anne Crossman, Mayor Amery Boyer (virtual), Councillor Holly Sanford, James Wright, and Recording Secretary Kim Dunning Katie Arnold - Valley Living Magazine
<b>3. Regrets</b>	Deputy Mayor Michael Tompkins, CAO Sandi Millett-Campbell and Spencer Reynolds
<b>4. Additions to Agenda</b>	New Business x. Local marketing remarks
<b>5. Approval of Agenda</b>	<b>MOTION #MEDC2024-02-13-01</b> Regularly moved and seconded to approve the agenda with addition. <b>Motion carried</b>
<b>Edits to the Minutes</b>	None
<b>6. Approval of Minutes</b>	<b>MOTION #MEDC2024-02-13-02</b> Regularly moved and seconded to approve the minutes of January 9, 2024 as presented. <b>Motion carried</b> <b>MOTION #MEDC2024-02-13-03</b> Regularly moved and seconded to approve the Special Meeting minutes of January 23, 2024. <b>Motion carried</b>

**7. Presentations**

None.

**8. Public Input**

None

**9. New Business**

i. Welcome New Committee Member

This will be deferred to the next meeting as Spencer Reynolds was unable to attend.

ii. Schedule Year Ahead / Action Items / Budget

Chair Siggia-Beasant shared an action item list prior to the MEDC meeting.

a. November 2024: Promote Congrès mondial acadien and collaborate on educational materials

Mayor Boyer asked for this one to be added now as this is a priority.

Recommendation for MEDC to appoint a subcommittee to support/handle the French correspondence. Will need to collect all contacts and add to a database.

Vice Chair Crossman advised that she has started on a spreadsheet with contact information. An idea was for a student who speaks French to work on this, but they would require supervision, so this is not an option. Chair Siggia-Beasant stated that this database could store different information. Recommendation to establish a subcommittee to take on this work and would need someone from MEDC to join the subcommittee. Chair Siggia-Beasant asked Vice Chair Crossman if she would be willing to take on this role. Vice Chair Crossman said this would depend on the frequency of the meetings as she has other commitments.

**MOTION #MEDC2024-02-13-04**

It was regularly moved and seconded to recommend to Council to set up a subcommittee for the Francophone file with a member of the Marketing and Economic Development Committee (MEDC) on the committee. **Motion carried.**

- b. March 2024: Establish the first town hall roundtable series for local business marketing strategies

Chair Siggia-Beasant asked for suggestions on dates to hold this roundtable. Recommendation was to include a deadline for RSVP, and to hold it in the evening. Vice Chair Crossman will speak to the three owners who she knows are interested in attending a roundtable on March 19, 2024 at 6:00 pm and let MEDC know their responses. Chair Siggia-Beasant also discussed what the topics of this roundtable will be.

Wright recommended to have the invitation tailored to the business owners, as we need to know what they want to see, how to work together with a marketing plan(not having a Board of Trade doesn't help), and what MEDC can do to make it a successful year for businesses. Vice Chair Crossman stated that MEDC does need to hear from the business community on what they need from MEDC, and how MEDC can help. Wright added that great ideas can work and noted that when a business closes it can impact the downtown area.

**ACTION:** Check to see if March 19, 2024 works for this roundtable

**NAME:** Vice Chair Crossman

**DUE:** March 13, 2024

- c. April 2024: Call out to local content creators for tourism and heritage promotion

Chair Siggia-Beasant suggesting using user-generated content, as some can't afford to hire social media professionals. An example would be asking for favourite spots for breakfast, and have local people share their favourite spot, and then tag Royan in France, and ask for their favourite places as the Town of Annapolis will be sending delegates to France in 2025. There is an initial set up cost.

As the Town has lost the visitors' centre, Councillor Sanford asked about having a kiosk in the washroom with information and booklets for visitors. Another idea was to rent out space on the wall for businesses to put advertisements. The only concern is someone would need to check on this on a regular basis. Wright also suggested adding a document on the original settlers, as this could be an option for people finding their roots. Recommendation to add to March's agenda for further discussion.

**ACTION:** Add to March MEDC agenda

**NAME:** Recording Secretary Dunning

**DUE:** March 12, 2024

- d. May 2024: Launch the Sustainable Practices Communication series  
Chair Siggia-Beasant mentioned different communications and noted that the public has criticized this committee for not hearing from MEDC, and possibly sharing some of the sustainable items going forward. Chair Siggia-Beasant asked if this should be kept on here or removed, and recommendation was to keep it. Mayor Boyer added that Bill Crossman, who is the person behind the Town tidal project project, would be a good contact to help, and Chair Siggia-Beasant will draft a letter asking for help.

**ACTION:** Draft letter for assistance

**NAME:** Chair Siggia-Beasant

**DUE:** March 12, 2024

- e. June 2024: Develop the cooperative framework for the Annapolis Royal Cooperative Marketing Fund (ARC-MF)  
Chair Siggia-Beasant advised that this was discussed during a previous meeting in that this needs money. MEDC could also help pull resources, and this could be user generated, rather than coming from taxpayers. Mayor Boyer added that the people who wouldn't directly benefit would also probably support it. Recommendation for this to go to Council for its review/approval.

**MOTION #MEDC2024-02-13-05**

It was regularly moved and seconded to recommend to Council to approve the development of a co-operative framework by the Marketing and Economic Development Committee (MEDEC) for an Annapolis Royal Co-operative Marketing Fund, subject to Council approval. **Motion carried.**

- f. July 2024: Draft the investment prospectus showcasing Annapolis Royal  
Chair Siggia-Beasant asked the Committee who they wanted to invest in Annapolis Royal. One suggestion was Annapolis Basin Conference Centre (ABCC) as the land has a potential of up to 61 residential dwellings. Vice Chair asked what MEDC can do to help this progress, as there has been previous discussion

with Chris Linch, the co-developer. Chair Siggia-Beasant asked how we can make this broad enough to attract any developer. Mayor Boyer suggested Chair Siggia-Beasant talks to the Town's CAO, as the Town has a connection with ABCC.

- g. August 2024: Begin preliminary assessment for UNESCO Heritage Application Recommendation to review this later. Chair Siggia-Beasant advised that this application takes five years, and it goes through a special ministry which would submit the application. Mayor Boyer also said that the Town has always been on the shadow list. Recommendation to go to Council to start a subcommittee to investigate this application.

**MOTION #MEDC2024-02-13-06**

It was regularly moved and seconded that Council approves an initiative by the Marketing and Economic Development Committee (MEDC) to start a subcommittee to investigate a UNESCO Heritage Designation Application for the Town of Annapolis Royal. **Motion carried.**

- h. Town Crier

For information only.

Question was asked where all the Town Crier's contact information is located, and if their newsletters can be sent via MailChimp. Another recommendation was to add a hyperlink to the website to go to the Town Crier's update/blog. Vice Chair Crossman is trying to amalgamate all the contact information MEDC has, and Mayor Boyer responded that between them and the Town Crier they have the contact information regarding the Twinning Subcommittee. It was also noted that the contact list for the Town Crier's distribution is separate to the Twinning information. Mayor Boyer recommended that this would be a discussion between MEDC Chair and Town Crier regarding their mailing list. Chair Siggia-Beasant mentioned that the Town Crier would like a bulletin board placed outside, and Vice Chair Crossman asked if this could be reviewed later as MEDC has a lot of items to be dealt with and recommendation to review later, to which all agreed.

- iii. Wayfinding Study / Budget

Councillor Sanford was in support of having this study as they think that the Town needs it. MEDC would need to make a recommendation to Council to seek proposals. Vice Chair Crossman would like to see all of them in the same design/layout. Mayor Boyer would like to see someone from the public come up with a response for the Request for Proposal (RFP).

**MOTION #MEDC2024-02-13-07**

It was regularly moved and seconded that Council agree to review the Wayfinding Study for consideration during 2024-2025 budget deliberations. **Motion carried.**

iv. 2024 Saltscapes Spring Expo

Chair Siggia-Beasant attended the consumer show last year and advised that there were a lot of towns that had booths there. There were also people dressed in period costumes, handing out tourist gadgets, and some food/drink tasting. The costs are 5x10 booth is \$895, and a 10x10 booth is \$1,475. There is a special price if you book before February 15, and Chair Siggia-Beasant will contact Director of Finance Robinson to see if they are able to hold this special price while awaiting Council approval. The dates for the 2024 Saltscapes Spring Expo are from Friday, April 19 to Sunday April 21, 2024. Councillor Sanford suggested contacting Annapolis Royal Historic Gardens, Kings Theatre, and others to collaborate with the Town. Suggestions for dressing up were mentioned, and MEDC members would attend.

**MOTION #MEDC2024-02-13-08**

It was regularly moved and seconded that Council approve sending representatives of the Marketing and Economic Development Committee (MEDC) to attend the 2024 Saltscapes Spring Expo and book a larger booth at a cost of \$1475 plus tax for April 19 to 21, 2024, subject to confirmation of details such as partnerships and specific objectives. **Motion carried.**

v. Incentive for Businesses to Close During Winter Discussion

This incentive was a tax discount for businesses such as restaurants and B&Bs which close for four months over the winter. Councillor Sanford said that this was unfortunate for the Town as Annapolis Royal is known as the town that is closed in winter. Vice Chair Crossman said that she does see this from both sides. Mayor Boyer asked why there isn't an incentive for businesses to stay open, and what can we do to help. Vice Chair Crossman responded that the Minister of Finance is also the Minister of Communities, Cultures, Tourism and Heritage (Minister Allan MacMaster). Chair Siggia-Beasant recommended drafting a letter regarding this concern and will share it with MEDC.

**ACTION:** Draft a letter to Minister Allan MacMaster

**NAME:** Chair Siggia-Beasant

**DUE:** March 12, 2024

vi. Natal Day 2023 Wrap-up

Councillor Sanford informed MEDC that there was a meeting last night. They advised that the Committee recommends scaling back slightly from previous years. There will be an outside dance on Market Square, not on the street and this will be held on Friday evening. The main parade will be held on the Sunday as this will allow people to spend time with their families on the Monday. The route will change and be shortened to allow everyone to keep up as there were some delays at the last parade. The fireworks will end the day on Sunday. New volunteers have also joined this committee. Mayor Boyer asked about the finance page of the document as it isn't

very clear and suggested that someone from the Natal Day Committee review/update this to make more sense. Councillor Sanford advised that this will be her last year involved with Natal Day and has said that if anyone from MEDC is interested, they are certainly welcome to start attending meetings going forward. Another recommendation was to contact the County to see if it is interested in being involved.

vii. Hospitality Discussion  
Can be removed.

viii. The Explorer Discussion  
Chair Siggia-Beasant had a great discussion with Durline Melanson from The Explorer and was informed that there is a plan in place, but no other information was available.

ix. Valley Living Magazine Media Pack  
Katie Arnold from Valley Living Magazine attended the meeting and was available to answer any questions that MEDC had. They currently send out 9,000 magazines via Canada Post and have 11,000 printed each month. Chair Siggia-Beasant asked if this could be a source for MEDC to reach out to residents to let them know what MEDC is currently doing. Vice Chair Crossman responded that monthly is not an ideal option as residents like to know what's happening now and it is very hard to get everyone's attention. Suggestion for broader things yes, instead of specific events. Discussion regarding how often MEDC should rent a page, or half a page as it is currently \$400 a month with six issues commitment. Arnold also added that all you need to do is send the information and they will organize it for the Town. Vice Chair Crossman also stated that this magazine is more about what the community is doing rather than a promotion for our community. An article on what MEDC is and what it is doing could be the first one in the magazine. Chair Siggia-Beasant asked Arnold to work on a suitable package for the Town and MEDC and send it to them. This will be reviewed at the next MEDC meeting in March.

**ACTION:** Add Valley Living Magazine Media Pack to next MEDC agenda

**NAME:** Recording Secretary Dunning

**DUE:** March 12, 2024

x. Local Marketing Remarks  
Vice Chair Crossman has been discussing this over the last few days. Annapolis Royal Historic Gardens, Kings Theatre and ARTSPACE have been doing some joint marketing projects and have asked if there is the possibility of putting their videos on the Town's website. They would like to put the video on there, rather than using a link. Recording Secretary Dunning will speak with CAO Millett-Campbell to find out if this is an option and let Vice Chair Crossman know.

**ACTION:** Establish if the above businesses can add videos to the Town's website

**NAME:** Recording Secretary Dunning

**DUE:** February 23, 2023

**10. Unfinished Business**

i. Town Crier Newsletter

This was discussed at the previous MEDC meeting, and it was agreed to remove the paid advertisements from March 2024.

**MOTION #MEDC2024-02-13-09**

It was regularly moved and seconded that Council approve the removal of paid advertisements from the Town Crier Newsletter effective March 2024. **Motion carried.**

ii. Town Videos for Facebook

Councillor Sanford advised that Council did not like the videos: the wording wasn't right, it was too quiet, etc. After further discussion, it was agreed not to proceed with the videos.

iii. First Lake – Barefoot Park Concept Update

Councillor Sanford shared the SWOT report, and asked MEDC for any comments/questions to share with the producer of this report. Mayor Boyer advised that she had recently attended a meeting with The Annapolis County Inter-Municipal Working Group which includes the towns of Annapolis Royal and Midleton and the County. The three CAOs presented a report on recreational facilities stressing the importance of starting to think regionally, as we have enough facilities, and there is extreme pressure to maintain them. Good idea but may not be the best option. Chair Siggia-Beasant asked what other options are available for this land, and Councillor Sanford responded that they didn't know what the value of the land is. Mayor Boyer stated that this is a valuable property but the water there isn't suitable for drinking. Vice Chair Crossman asked how this would be policed if it was a barefoot park, and Councillor Sanford responded that they would need to hire people and that the park would have to be closed in the off season. Another question was asked about the trees that are currently there as they are very old, you wouldn't like them to be cut down for development, and if there was a way to protect them. Wright suggested selling it as a resident package with Barefoot Park included, and Mayor Boyer suggested that there could be an option to subdivide. Councillor Sanford asked what their next steps would be, and MEDC responded that it should go to Council. Mayor Boyer and Councillor Sanford will have a discussion before the next Council meeting to discuss what the motion should include. It will be circulated to all members in advance of the next Council meeting for review and approval.

**ACTION:** Have a discussion on what the motion should include

**NAME:** Mayor Boyer and Councillor Sanford

**DATE:** February 21, 2024

iv. Twinning Subcommittee Discussion

Chair Siggia-Beasant had a meeting with Sebastian Rodst who is currently employed by the Province of New Brunswick, and his mandate covers all the Maritimes. It was discovered that since Brexit, Canada has missed out on some trade opportunities with Europe. Rodst has worked in Brittany for many years and will be returning there in the future, and his job is to leverage the network that he has built over all these years to help twinning committees in Canada promote trade opportunities. Rodst advised that he isn't getting much positive feedback from many twinning committees, and most twinning committees are populated by people who are passionate about cultural exchange and not interested in economic development. Rodst advised Chair Siggia-Beasant that there is an environment grant available that they are allowed to create a business expo where Brittany can showcase the environmental part of their community. Rodst will work with the Royan sponsors, and it could be added to the schedule. Chair Siggia-Beasant asked if the numbers exceed the number of delegates to Royan, what will happen, and Rodst responded that this would be separated from the Royan delegation and Royan would not be responsible for them. Rodst is very happy that MEDC is adding economic development to the mandate. This will be added to the next MEDC agenda for further discussion. Vice Chair Crossman asked Chair Siggia-Beasant to send Rodst contact information for the spreadsheet.

**ACTION:** Send Sebastian Rodst contact information to Vice Chair

**NAME:** Chair Siggia-Beasant

**DUE:** March 12 2024

**ACTION:** Add Twinning Subcommittee Discussion to next MEDC agenda

**NAME:** Recording Secretary Dunning

**DATE:** March 12 2024

**11. Correspondence**

None


**12. Next Meeting**

January 23, 2024 at 6:00 pm

**13. Adjournment**



The meeting was adjourned at 8:30 pm



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Daniela Siggia-Beasant, Chair



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Kim Dunning, Recording Secretary