

**Marketing and Economic Development Committee Meeting
 Approved Minutes
 January 9, 2024 at 6:00 pm**

1. Call to Order	Chair Siggia-Beasant called the meeting to order at 6:00 pm
2. Present	Chair Daniela Siggia-Beasant, Vice Chair Anne Crossman, Deputy Mayor Michael Tompkins, Mayor Amery Boyer, Councillor Holly Sanford, James Wright, CAO Sandi Millett-Campbell and Recording Secretary Kim Dunning Presenting: Christine Igot, Sally O’Grady and Lillian Steward (left at 6:39 pm) Members of the Public: Spencer Reynolds and Jasmine Smikle
3. Regrets	None
4. Additions to Agenda	None
5. Approval of Agenda	MOTION #MEDC2024-01-09-01 Regularly Moved and Seconded to approve the agenda as presented. Motion carried
Edits to the Minutes	None
6. Approval of Minutes	MOTION #MEDC2024-01-09-02 Regularly Moved and Seconded to approve the minutes of December 11, 2023 as presented. Motion carried

7. Presentations

Christine Igot, Sally O’Grady, and Lillian Steward presented a summary of the Twinning Committee nine recommendations for the Town to consider. Christine Igot also informed everyone that they have all resigned from this Committee (Appendix A).

8. Public Input

None

9. New Business

i. Appoint New Chair and Vice Chair

Committee followed the procedure of appointing Daniela Siggia-Beasant as the new Chair by acclamation. Anne Crossman was elected as Vice Chair by acclamation.

ii. Twinning Committee

It was recommended for Marketing Economic and Development Committee (MEDC) to have an additional meeting to discuss the recommendations the Twinning Committee presented. It was agreed to have this meeting on January 23, 2024 at 6:00 pm and Council would be invited to attend. At the end of the MEDC meeting it was recommended to compose a thank you letter to the Twinning Committee for all they

have done for the Town, and Chair Siggia-Beasant will draft a letter and share for feedback.

ACTION: Draft a thank you letter to Twinning Committee

NAME: Chair Siggia-Beasant

DUE: As soon as possible

iii. Commercials

CAO Millett-Campbell played the commercials for all to review, and after discussion it was agreed to request for Council to approve sharing the 'Targeted to Tired Mothers Looking for a Solo Escape' and 'Targeted to Burned Out Professionals, Caregivers, Bookworms and Authors' commercials on Facebook.

MOTION #MEDC2024-01-09-03

It was regularly moved and seconded that MEDC recommends to Council to share the two videos ('Targeted to Tired Mothers Looking for a Solo Escape' and 'General Ad for Those Seeking a Quiet Getaway') on Facebook in February 2024. **Motion carried.**

iv. Town Crier Advertising Page

CAO Millett-Campbell advised that there are currently no paid advertisements in the monthly Town Crier Newsletter and would like directions on whether to continue with this option or to remove the paid advertising page. Chair Siggia-Beasant would like this to be added to the next MEDC agenda, as she will investigate other options for producing the monthly newsletter. One suggestion was to use a different program rather than Publishing.

ACTION: Add to MEDC agenda in February

NAME: Recording Secretary Kim Dunning

DATE: Before February 7, 2024 meeting

10. Unfinished Business

i. 2023 StayAnotherDay.ca Advertising Campaign Report

Chair Siggia-Beasant will report back on the thank you letter for this report. If it hasn't been sent out it, she will ensure it goes out immediately.

ACTION: Confirm if thank you letter has been sent out, if not sent it out immediately

NAME: Chair Siggia-Beasant

DATE: January 10, 2024

ii. Parks Canada (Genealogy Centre)

Mayor Boyer shared the information prior to this meeting. For information.

- iii. Winter Tourism Partners - Promote Awareness in Winterscapes Calendar 2024 Digital & Print Edition

Chair Siggia-Beasant will check her records as this was submitted, and just wants to confirm.

ACTION: Confirm publication was submitted for this

NAME: Chair Siggia-Beasant

DATE: As soon as possible

- iv. First Lake – Barefoot Park Concept

Councillor Sanford has found someone to complete the SWOT analysis and is just waiting for them to get back to her.

- v. Gerard Boyer – Acadian Family Reunions

Chair Siggia-Beasant will report back if the letter to Gerard Boyer has been sent out, if it hasn't been sent out it, she will ensure it goes out immediately.

ACTION: Confirm if thank you letter has been sent out, if not sent it out immediately

NAME: Chair Siggia-Beasant

DATE: January 10, 2024

11. Correspondence

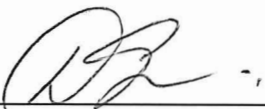
Mayor Boyer has received some correspondence regarding the invite for the Town of Annapolis Royal to visit Royan, France in the fall of 2025. She has received some options of dates available, and they are October 16 to 20, and October 23 to 27, 2025.

12. Next Meeting

January 23, 2024 at 6:00 pm

13. Adjournment

The meeting was adjourned at 7:34 pm



Daniela Siggia-Beasant, Chair



Kim Dunning, Recording Secretary

MEDC
JANUARY 9TH, 2024
TWINNING PRESENTATION ON THE RECOMMENDATIONS TO TOWN
FROM THE TWINNING COMMITTEE 2023 REPORT

The 2023 Twinning Committee members presented the following recommendations to the Town of Annapolis Royal for discussion in its 28 page report on the 2023 Twinning Committee activities.

As chair of the Annapolis Royal Twinning Committee, I would like to go over these recommendations with the members of MEDC and offer some remarks and encourage MEDC to take these recommendations to Council.

Then other Twinning Committee members present can be invited to add to these remarks and then both Sally and I can answer any questions MEDC members may have on the report that was submitted.

I. Recommendations

1) Recommendation ONE

That the Town Council of Annapolis Royal hold discussions about the status of the Annapolis Royal Twinning Committee, including its mandate, existence, budget and importance to the Town;

REMARKS:

We would like the Town to discuss the status of the Twinning committee and take a look at the Memorandum of Association and update and redefine it according to the wishes of the Town Council. We used to report to MEDC, we then became a task team but were still called a committee and we have this Memorandum of Association which dates from 2016 and was not updated when we became a task team. We were also given a small annual budget. But we had difficulties.

Our work, at times, was not respected by MEDC and we were given mixed messages by the Town. We feel it is important that the Town of Annapolis Royal discuss its Twinning Committee and its status.

2) Recommendation TWO

That if the Town of Annapolis Royal wishes to continue to have a Twinning Committee that it be so named, that its mandate be redefined in a new MoA and that a call for volunteer members be put out;

REMARKS:

This is very clear and relates to recommendation one but adds that a call for new volunteers members be put out once the Town has satisfactorily redefined the mandate of the Twinning Committee.

As you know from the reading of this report, all present volunteer members of the Twinning Committee have stepped down. Sally and I will follow this evening. That is not to say that none of us would participate, perhaps, in a new Twinning Committee when a call is put out for new members.

It is my opinion that now is not the time to put any stop to twinning. On the contrary. I know, and the Mayor knows, from discussions with the Consul General of France, that both France and Nova Scotia, and Canada in general, are taking a greater interest in twinning opportunities with France at this time. Why? Because Canada has lost its door into Europe with England leaving the European Union. Canada's door into Europe now lies with its ties to France.

The whole of Nova Scotia, apparently, is interested in becoming twinned with the area around Brest in France. There are new twinning partnerships now in NB. Shediac just becoming twinned with the French St-Pierre et Miquelon Islands, for example.

And tomorrow, I will have a Zoom meeting with a Monsieur Sébastien Rodts, who has been mandated by Expertise France to develop projects and twinning with France and the Atlantic Provinces. He is very interested by the success we have had with our twinning and is going to talk to me tomorrow about a possible project called "vineyards and climate" between the Annapolis Royal region and Brittany region of France as well as future twinning projects.

So, twinning is building in this province and I think it is a great chance for our marketing and economic development committee and our Town to be a part of this.

We must not let these opportunities slip through our fingers.

Historically, the benefits of twinning do not lie in economic benefits, but they well may in a near future we should be part of.

There are people in this community who could be interested in sitting on a newly formed Twinning Committee. One of those people is Laura Sherman who is a teacher in Annapolis Royal. Another of those people is Richard Laurin who is developing the land where the Poutrincourt Mill is said to have been.

It's time to renew the committee and find other people to be a part of it and to profit from the opportunities that are now coming.

Also, our connection with Royan is now much stronger since the Mayor of Royan came to Annapolis Royal this past summer. He came with two Deputy Mayors and two elected members of council. They are now very interested in this connection and understand it better and wish to better promote it in Royan and also with us.

In our report I mentioned the newly named marriage chamber at the Royan Town Hall being called the Port-Royal Room and the Town Hall flying the Canadian flag on Canada Day and putting up new public signage describing our connection.

So we encourage MEDC and the Town to keep a strong Twinning Committee in place.

3) *Recommendation THREE*

That a member of the Town Council be chair of a future Twinning Committee;

REMARKS:

I have enjoyed being chair of the Twinning Committee, but as a simple citizen, there was a lack of communication between me as chair and the Town of Annapolis Royal. This committee needs a chair that works closely with the Town. A chair that understand the budget restraints and understands the desires of the Town as defined by any Twinning Committee mandate.

This lack of communication would be remedied with the chair being a member of Council.

4) Recommendation FOUR

That if the Town of Annapolis Royal decides it cannot financially support the sending of a Town Council delegation to Royan, France in 2025, that it inform, as soon as possible, the City of Royan of this decision.

REMARKS:

We sincerely hope this will not be the case.

The Town of Annapolis Royal has been officially invited to Royan and has accepted this invitation. Preparations are already underway in Royan to organise our visit for the fall of 2025.

Twinning Committee members always pay their own plane fares to Royan, but once there, we are welcomed and hosted for the duration of our trip with very few expenses.

However, sending a delegation does involve a financial contribution from the Town in the form of gifts.

And if elected members of the Annapolis Royal Town Council are part of the delegation, a decision must be made on whether their participation is paid for by the Town.

This ties into our 5th recommendation.

5) Recommendation FIVE

That if the Town of Annapolis Royal decides it can no longer financially support a Twinning Committee, that it consider a partnership with the Municipality of the County of Annapolis in order to join forces and to perhaps send a joint delegation to Royan in 2025.

REMARKS

We had a great collaboration with our second major funding partner in the Municipality of the County of Annapolis. Representatives of the County were present at all our events in 2023.

I already know that the County is very interested in talking about twinning and working with the Town of Annapolis Royal.

And the opportunities that may be forthcoming with France would benefit us all if we work together.

We have an opportunity here to do just that.

Why not send a joint delegation to Royan in the fall of 2025? It may ease the financial burden of such a trip if the Town plans on sending members of Town Council.

6) Recommendation SIX

That the Town plan how it will continue to mark the annual public celebration of Pierre Dugua de Mons Day to be held every June 18th (notice in the Town Crier, raising of the French flag, picnic at the O, etc.)

REMARKS

In 2023, we taught the Town, the province and the country all about Pierre Dugua de Mons and had a great success with the inauguration of Pierre Dugua de Mons Day.

It would be fitting that we continue to publicly celebrate, on a much smaller scale of course, this day here in Annapolis Royal.

It is now up to the Marketing and Economic Development Committee of the Town of Annapolis Royal, perhaps in collaboration with the County, to see that this is done.

7) Recommendation SEVEN

That the Town consider the installation of a bilingual panel on Chief Membertou and the Mi'kmaq who befriended the French upon their arrival in Mi'maki.

REMARKS

The Twinning Committee has earmarked \$2,500 of its remaining funds to put towards such a panel.

We think it would be a fitting addition to the boardwalk to recognize the Mi'kmaw contribution to the success of the early French to this area.

Such a panel could be unveiled on National Indigenous People's Day on Friday, June 21st.

A collaboration with Bear River First Nation on the wording and images of such a panel would be a possible joint project.

8) Recommendation EIGHT

That the Town install a public plaque that informs visitors of the fact that Annapolis Royal is twinned with the city of Royan, France.

REMARKS

Nowhere in the Town of Annapolis Royal is it easily seen by any citizens or visitors that we are twinned with a city in France. It is mentioned only in small print on the new Dugua panel on the boardwalk.

The Dugua image near King's Theatre (at the entrance to the Dugua promenade) is a perfect spot for this. It could be redone and updated to include information about Royan.

9) Recommendation NINE

That the Town of Annapolis Royal website page devoted to Twinning better reflect our connection with Royan, France by placing it first on the page (right now, Annapolis Maryland is mentioned first) and by adding the history of our twinning connection with Royan, including the date of our pact of friendship.

REMARKS

This is self-explanatory. The page needs to be improved and also more easily accessible on the Home page of the Town of Annapolis Royal. You can only find the Twinning page by searching for it. And it is under Sister Cities – not Twinning.

A mention of our connection to Royan, France should figure on the home page of our website.

II. Conclusion

In conclusion, first of all, I would like to publicly thank once again all the members of the 2023 Twinning Committee who supported and worked with me to ensure the success of all our events:

Sally O'Grady
Lillian Stewart
John Kinsella
Amery Boyer
Wildred Allan
Rick Ketcheson
Kathy Brooks
Susan Jost
Bob Howard

And also: Mary Ann Gauvin from the Société acadienne de Clare.

And we thank again those volunteers of both Town and County who stepped up to support us: Richard Laurin, Paul Lalonde, Robert-Yves Mazerolle and Deb Ryan (who hosted a member of the visiting delegation).

I would like to thank the Town of Annapolis Royal for supporting these 2023 Twinning Events along with all our funding partners:

The Municipality of the County of Annapolis
Nova Scotia Tourism and the Office of Acadian Affaires
AIRO
The Historical Association of Annapolis Royal
Acadian Seaplants
Parker Mountain Wind Turbine Fund
The Consul General of France
as well as anonymous donators

And of course the in-kind support we received from Parks Canada, King's Theatre, Red Onion Market, O'Dell Museum, Bonnett House Gallery, Société Promotion Grand Pré, Société acadienne de Clare, Brian Power-Grimm, Rion Microys and family and Andrew Tolson.

As chair of the Twinning Committee, I will, tomorrow, inform the President of the Twinning Committee of Royan of the formal stepping down of all present members of the Twinning Committee in Annapolis Royal.

And we hope that MEDC will take these recommendations to the Town Council of Annapolis Royal where they will be discussed and seriously considered.