

**Marketing and Economic Development Committee Meeting  
 Approved Minutes  
 March 12, 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, Councillor Holly Sanford, James Wright, Spencer Reynolds, CAO Sandi Millett-Campbell and Recording Secretary Kim Dunning
<b>3. Regrets</b>	Deputy Mayor Michael Tompkins
<b>4. Additions to Agenda</b>	Correspondence i. Marketing Plan New Business iii. Saltwire Newspaper Publishing Company New Business iv. Webcam locations
<b>5. Approval of Agenda</b>	<b>MOTION #MEDC2024-03-12-01</b> Regularly moved and seconded to approve the agenda with additions. <b>Motion carried.</b>
<b>Edits to the Minutes</b>	None
<b>6. Approval of Minutes</b>	<b>MOTION #MEDC2024-03-12-02</b> Regularly moved and seconded to approve the minutes of February 13, 2024 as presented. <b>Motion carried.</b>

**7. Presentations**  
 None

**8. Public Input**  
 None

**9. New Business**

i. Welcome New Committee Member

Chair Siggia-Beasant welcomed Spencer Reynolds to the Marketing and Economic Development Committee (MEDC). Spencer Reynolds added that they are happy to have joined this committee, as their employment is involved with marketing.

ii. SEA Nova Scotia Staycation Guide

For information. If MEDC is interested in proceeding with this, it would need to be included in the 2024/25 budget request as the due date is April 2024. It was agreed to leave for this year.

iii. Saltwire Newspaper Publishing Company

Vice Chair Crossman advised that Saltwire Newspaper is in receivership, and wanted to ensure that all were aware of this. Concerns were raised that if Saltwire ceases to exist, there will not be a newspaper available in this area.

iv. Webcam Locations

Vice Chair Crosman is currently on an email subscription that gives them updates on the webcams in the area and has noticed that there aren't any between Wolfville and Digby. It was noted that there had been one in the downtown of Annapolis Royal in years past. Recommendation to include this in the Town Hall Roundtable being held on March 19, 2024.

**10. Unfinished Business**

i. Schedule Year Ahead / Action Items / Budget

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

Mayor Boyer asked for the November 2024 date to be changed to March / April 2024 as this is happening in August. They added that Mapannapolis has covered the County with maps and would ask this committee check the Town's website to review content and check links. The Annapolis Heritage Society will be producing a brochure that will include all the Acadian families in the Port Royal of 1710. This will be in English and French and will be available in paper and online.

**ACTION:** Committee members to check website

**NAME:** MEDC Committee

**DUE:** April 9, 2024

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

Councillor Sanford advised that they have received ten names of attendees, and there might be another. CAO Sandi Millett-Campbell will not be able to attend and suggested having a sign-in sheet at the meeting. Mayor Boyer offered to supply refreshments for this event as a contribution from her own small business, and it was agreed to hold the meeting in Council Chambers at Town Hall. The room will be arranged beforehand. Councillor Sanford asked if there would be an agenda sent out beforehand, and CAO Millett-Campbell responded that they had previously sent a draft agenda out to the Chair and Vice Chair for review. They added that an agenda would help to organize this event and suggested taking the top five initiatives from the Marketing Plan and using them for the agenda. It was agreed to use the Marketing Fund, Twinning with Royan (Trade), UNESCO listing and Collaborative projects for this event. Chair Siggia-Beasant will share a draft copy with Councillor Hafting to share with the businesses that are participating. Recording Secretary

Dunning will share a copy of the Marketing Plan that was reviewed in January by Committee of the Whole with Spencer Reynolds.

**ACTION:** Share Marketing Plan and Agenda with Councillor Sanford for businesses attending the event

**NAME:** Chair Siggia-Beasant

**DUE:** March 18, 2024

**ACTION:** Share previous Marketing Plan with Spencer Reynolds

**NAME:** Recording Secretary Dunning

**DUE:** March 13, 2024

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

This was previously discussed at the last MEDC meeting, as the suggestion had come from the Twinning Committee, and the agreement was for this to be deferred for future consideration. There was a suggestion of the interns from Royan taking this project on while they are here.

- d. May 2024: Launch the Sustainable Practices Communication Series Letter  
Draft letter was reviewed by MEDC and CAO Millett- Campbell didn't think that this was with the right committee. Vice Chair Crossman asked if the Town was involved in the County Climate Change Conference a few years ago and CAO Millett-Campbell responded no. Spencer Reynolds added that MEDC needs to understand this more as the aim is to highlight sustainable practices, but it is not clear what is expected. Chair Siggia-Beasant added that this was from a discussion with Valley Living. After further discussion, it was agreed that this should go to the Environment Advisory Committee (EAC) for its review/input. Spencer Reynolds suggested that they bring this to the next EAC meeting but would like to meet with Chair Siggia-Beasant to get a better understanding of this request.

**ACTION:** Discussion between Chair Siggia-Beasant and Spencer Reynolds

**NAME:** Chair Siggia-Beasant and Spencer Reynolds

**DUE:** April 12, 2024

**ACTION:** Add to EAC agenda

**NAME:** Recording Secretary Dunning

**DUE:** April 12, 2024

- ii. Valley Living Magazine Media Pack

During the previous MEDC meeting Valley Living Magazine was asked to provide a package that was suitable for MEDC. Chair Siggia-Beasant added that they haven't received a response back and will follow up.

iii. Twinning Subcommittee Discussion

Mayor Boyer advised that the County of Annapolis has accepted to be part of the new Twinning Subcommittee. Mayor Boyer also added that the two students from Royan will be here from May 6 to June 28, 2024, and everything is in place except for a project manager to supervise them. Vice Chair Crossman added that they were very happy with the initial interviews. Recommendation to add this to the next MEDC agenda for follow-up.

iv. Incentive for Businesses to Close During Winter Letter

All agreed that this was a great letter and agreed to send this to Council for its review/approval. Councillor Sanford asked for the word humble to be removed and all agreed.

**ACTION:** Remove the word "humble" and add Town letterhead to letter

**NAME:** Recording Secretary Dunning

**DUE:** March 22, 2024

**MOTION #MEDC2024-03-12-03**

It was regularly moved and seconded to recommend Council approval of the draft letter to Minister MacMaster requesting consideration of incentives for businesses to stay open in addition to the current tax reduction for certain qualifying businesses that close for four months of the year. **Motion carried.**

v. Task Team for Francophone File – Update

Mayor Boyer advised that work is proceeding very well, and Christine Igot and Parks Canada have submitted a plan for Dugua Day that they will manage between them. They added that the spreadsheet with all the contact names has been created by Vice Chair Anne Crossman and that it will be saved in an online Town location where MEDC can easily access it as required.

vi. Cooperative Framework for an Annapolis Royal Cooperative Marketing Fund – Update

Chair Siggia-Beasant thinks this might be more popular than the two grant programs for Encouraging New and Interesting Events (GENIE) and Projects to Improve Quality of Life (PIQL). Vice Chair Crossman suggested that Chris McNeill from the County who has a vast knowledge of Municipal Government Act (MGA) might be interested in providing advice on how such a fund could be set up. CAO Milet-Campbell asked if there was a budget figure for this as the Town needs to know if this can be done.

There would need to be more discussions beforehand. Spencer Reynolds added that as 2023 was the first year for GENIE/PIQL, there could be more requests coming in this year. Will need to be investigated further.

vii. Subcommittee to investigate a UNESCO Heritage Designation Application for the Town of Annapolis Royal – Update

Mayor Boyer suggested that this might have to be done via invitation as there are people out there who would take this on, but they would need to be approached by someone with the request. Vice Chair Crossman added that this is a long process and takes five years. Recommendation to include in the Town Hall Roundtable being held on March 19, 2024.

viii. WayFinding Study – Update

Council had reviewed this request and does require a budget figure before deciding. All agreed that the signs in the Town are not consistent (colour, design, etc.) and all agreed to submit a funding request for \$12,000 and work on the RFP later. Chair Siggia-Beasant will add it to MEDEC's Marketing Plan.

ix. 2024 Saltscapes Spring Expo – Update

Council has reviewed this request and is asking MEDC to find other businesses to participate. Chair Siggia-Beasant had reached out to one business but hadn't heard back from them. Recommendation to plan for Spring 2025 and this will be mentioned during the Town Hall Roundtable on March 19, 2024.

x. First Lake – Barefoot Concept – Update

This will be discussed at the next MEDC meeting.

**11. Correspondence**

i. Marketing Plan

Chair Siggia-Beasant will share the Marketing Plan with MEDC by this Friday (March 15, 2024), and this will then be added to the Council Agenda (March 20, 2024) for its review/approval.

**12. Next Meeting**

April 9, 2024 at 6:00 pm

**13. Adjournment**

The meeting was adjourned at 7:22 pm



---

Daniela Siggia-Beasant, Chair



---

Kim Dunning, Recording Secretary