

Marketing and Economic Development Committee Special Meeting
Approved Minutes
 January 23, 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, Councillor Paul Wear, Councillor Paula Hafting, Spencer Reynolds, CAO Sandi Millett-Campbell and Recording Secretary Kim Dunning
3. Regrets	James Wright
4. Additions to Agenda	None
5. Approval of Agenda	MOTION #MEDC2024-01-23-01 Regularly moved and seconded to approve the agenda as presented. Motion carried.

6. Public Input
None

7. New Business

- i. **Twinning Subcommittee Discussion**
 Committee reviewed the following reports prior to the meeting:
 Twinning 2023 Final Report
 Twinning Committee Presentation
 Twinning Report

Chair Siggia-Beasant had a meeting with Christine Igot and Sally O’Grady to discuss their recommendations. Regarding the Twinning Report from the Town, it was noted that everything that the Twinning Subcommittee asked the Town to do, the Town committed to do. There were also updates for the nine recommendations and an update on their view of things. There were questions asked regarding the initial presentation as some found it confusing on the exact recommendations they were asking and thought that the County taking this on is an option. It was also suggested that this should be a not-for-profit organization. However, it was also pointed out that the formation of another nonprofit organization would impose a considerable burden for any such volunteer group. Previously, the Twinning Subcommittee was given the option to stay a Subcommittee under MEDC or change to a Task Team, and they agreed that they wanted to change to a Task Team. It was also noted that the 2023 Royan events included special events that didn’t happen every time. The previous members of the Twinning Subcommittee have advised Chair Siggia-Beasant that they will come back under certain conditions, and Christine Igot has a meeting with a gentleman from News Brunswick whose position is to expand trade

development and cultural exchange. Another idea was to reach out to the French Consulate to see if they have any suggestions. There is the potential to draw people to move here and a marketing opportunity for or businesses to sell items in France. Another question was whether we have the people to lead this, and if it is going to be the most effective use of time/effort. Sadly, as we don't have the Board of Trade in place anymore, the Town doesn't have that connection with the business community. Some were surprised by the presentation report as things may not have been so difficult for the volunteers if the Twinning Subcommittee had come to MEDC sooner rather than later; there were things that MEDC perhaps could have helped with. Leadership needs to be included in plans to move forward and clear recommendations for direction from MEDC. The Subcommittee noted that they didn't ask for things to be done, that these were included in their recommendations, and that these could have been resolved with an email/phone call. Asking the County to take this on is a possibility. A question was asked if we have volunteers in our community who are willing to help as some of the previous members have been involved for over 20 years. The Mayor of Royan was concerned that they were informed that all the committee members had quit, and in fact Mayor Boyer was still an active member as she represents Council. Is there a benefit to having a Subcommittee or Task Team as this seems to be more of a cultural event. Another idea was to have a separate subcommittee for each of the three potential twinning regions (Royan, Maryland and Scotland). Another recommendation was to have a table at the proposed Council Presentation of Projects in May for people to volunteer and say what they want to happen. Mayor Boyer advised that she does need to let the Mayor of Royan know which dates are suitable for a delegation to travel to Royan in October 2025, and Chair Siggia-Beasant recommended the later dates.

MOTION #MEDC2024-01-23-03

It was regularly moved and seconded that MEDC recommend to Council that it continue with the Royan twinning process. **Motion carried.**

It was also noted that any new Twinning Subcommittee should not be sending any correspondence on behalf of the Town without the Town reviewing them beforehand. There is a need to be very clear on parameters and protocol. Also, there is a need to share responsibility among all the members, and not take on too much; we must be realistic that some ideas will not be feasible. A question was asked regarding the remaining funds the Twinning Subcommittee has and it was noted that Christine Igot had stated at the presentation on January 9, 2024, all remaining funds will be kept by them. The Terms of Reference isn't up to date, so this will need to be dealt with as a priority, and the MOU expired in 2016. Regarding minutes, the Twinning Subcommittee would like any minutes to be included in the MEDC report and this would be followed up in MEDC updates to Council. Chair Siggia-Beasant said that during her meeting with them, it was noted that they don't have a dedicated site

on the Town website, however it was noted that there is a page allocated to twinning.

Recommendation for this to go to Council to decide what happens next, and the MEDC members need to bring to the next MEDC meeting what should be included in the Terms of Reference.

ACTION: All members to bring their ideas of what should be included in the Terms of Reference

WHO: MEDC

DUE: February 13, 2024


8. **Next meeting**
February 13, 2024

9. **Adjournment**

The meeting was adjourned at 7:50 pm



Daniela Siggia-Beasant, Chair



Kim Dunning, Recording Secretary

