

**Marketing and Economic Development Committee Meeting
 Approved Minutes
 July 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, Mayor Amery Boyer, Deputy Mayor Michael Tompkins, Councillor Holly Sanford, Spencer Reynolds, CAO Sandi Millett-Campbell and Recording Secretary Kim Dunning Member of the Public: Roger Lindala
3. Regrets	James Wright
4. Additions to Agenda	New Business ii. Graveyard Tours/Annapolis Royal Pride Association
5. Approval of Agenda	MOTION #MEDC2024-07-09-01 Regularly moved and seconded to approve the agenda with the above addition. Motion carried.
Edits to the Minutes	None
6. Approval of Minutes	MOTION #MEDC2024-07-09-02 Regularly moved and seconded to approve the minutes of June 11, 2024 as presented. Motion carried.

7. Presentations
None

8. Public Input
None

9. Unfinished Business

- i. Town Hall Roundtable Item Discussion – September 2024
 Councillor Sanford suggested having the Marketing and Economic Development Committee meeting on September 10, 2024, and then have the roundtable after this date, and all agreed to September 23, 2024 at the Legion. Items to be discussed during the roundtable are:

- Thanksgiving promotions
- Festival of Lights
- Collaborative Marketing Fund
- Businesses update

All agreed to have the same layout as the first roundtable as a horseshoe layout worked very well. This should be possible to set up at the Legion as Noel Young has been very helpful during these meetings, and they are a great person to work with. Chair Siggia-Beasant will create a poster to distribute.

ACTION: Book Legion #21 for Roundtable

NAME: Recording Secretary Dunning

DUE: July 10, 2024

ACTION: Create a poster for event

NAME: Chair Siggia-Beasant

DUE: July 31, 2024

ii. Marketing Plan – Update

a. UNESCO Heritage Designation - Volunteer

Mayor Boyer advised that a volunteer has come forward, and Vice Chair Crossman was asked to take the lead for this. They responded that their preference is to have a few more people involved as there will be a lot of information to gather, research, decisions on what needs to be done and where to find the information. Chair Siggia-Beasant suggested contacting Heather Le Blanc as they would be a good resource, and Mayor Boyer added that the Town of Lunenburg has offered assistance. Chair Siggia-Beasant advised that the Southwest Nova Biosphere Reserve is willing to send a letter of support to the Town.

ACTION: Share name of volunteer with Vice Chair Crossman

NAME: Recording Secretary Dunning

DUE: July 10, 2024

ACTION: Investigate what's needed

NAME: Vice Chair Crossman

DUE: September 10, 2024

b. Collaborative Marketing Fund

Chair Siggia-Beasant asked if someone applying for a Project to Improve Quality of Life (PIQL) grant or Encouraging New and Interesting Events (GENIE) grant would be able to apply for the Collaborative Marketing Fund also. All agreed that someone could apply for both. Councillor Sanford liked the scoring card, and Spencer Reynolds added that including values on this makes it easier for scoring. They added that once it has been finalized it will be included in the Town Crier Newsletter. CAO added that this does not need to go to Council for approval as there is money in the MEDC budget and Council reviewed the document at a

previous meeting. It was agreed to announce the Collaborative Marketing Fund in August 2024. Spencer Reynolds asked if it would be a good idea to include this in the roundtable in September, and it was agreed to have it at the end of the roundtable as there were concerns that this might take over the meeting.

ACTION: Include in Town Crier Newsletter

NAME: Spencer Reynolds

DUE: July 25, 2024

- c. Twinning Revitalization – Bastille Day and Dugua Day
Chair Siggia-Beasant received a visit from Christine Igot, and they have asked for Bastille Day and Dugua Day to be included in the twinning mandate. Deputy Mayor Tompkins asked if the funding would go to the Twinning Sub-committee or the event, and Chair Siggia-Beasant suggested giving them a budget or inviting them to present a proposal to MEDC. CAO Millett-Campbell advised that a budget would have to be developed, that MEDC would need to review it, and then sent it to Council for its review/approval, and this would need to be ready by January 31, 2025.

Mayor Boyer added that people need to be aware of Acadian Day and Deportation Day, and Chair Siggia-Beasant advised that this may be too much to add to the mandate, but the sub-committee may need to be involved to ensure that these events do not get missed in future years. Spencer Reynolds asked how often the mandate can be changed, as they think we need to leave it for now and have the option to amend later if needed, and CAO Millett-Campbell advised that it can be changed when needed. Mayor Boyer added that the mandate will need to be sent to the French Consulate and Royan for their review and support going forward.

Deputy Mayor Tompkins advised that we are also twinned with Maryland and there is always the opportunity to twin with others, and Vice Chair Crossman added that this is as much as MEDC can handle now. Mayor Chair Siggia-Beasant will video the flag raising for Bastille Day and share with Royan. Spencer Reynolds added that there will need to be some drive to make this happen, and this will depend on the budget, communication and someone from MEDC should sit on this sub-committee. Mayor Boyer advised that the deadline for receiving support from the French Government is December 2024, and there is money available. Vice Chair Crossman asked if MEDC can apply for this and Mayor Boyer responded that no, MEDC can't, but they can prepare the paperwork and the Town can apply on behalf of MEDC.

Deputy Mayor Tompkins asked a question regarding the finance part of this, where they can get third-party funding, and this isn't how the Town budgets. The

response was that this is how the Natal Day Committee gets its funding. CAO Millett-Campbell added that the sub-committee would be able to apply for grants, and the funds should be in a separate Twinning account (like Natal Day Committee's account). Vice Chair Crossman asked how many people can be on MEDC and CAO Millett-Campbell shared the numbers and mentioned that there may be future discussions regarding how many council members need to attend all committees going forward. Spencer Reynolds will add Dugua Day and Bastille Day to the mandate and recommend that someone from MEDC talk to the previous Twinning Committee members to see if they are interested in joining the sub-committee. Next step is for Spencer Reynolds to update the mandate with the above changes and then share this with Christine Igot and get their input. They asked for someone to introduce them to Christine Igot, and Chair Siggia-Beasant will email an introduction for them.

ACTION: Update mandate with above changes.

NAME: Spencer Reynolds

DUE: July 30, 2024

ACTION: Introduce Spencer Reynolds to Christine Igot

NAME: Chair Siggia-Beasant

DUE: July 30, 2024

Vice Chair Crossman wanted to give an update on the two students from Royan, and wanted to say how fantastic they were. Part of this was due to who they were, and their families should be proud of them. Recommendation for the next students in 2025 to spend a couple of days at the University of St. Anne to improve their English. The students came up with their own ideas and were delightful to work with. The report is very similar to a journal/diary and CAO Millett-Campbell will share the report with MEDC. Vice Chair Crossman added that in future there is need for more people to assist as this was a lot for two people, and Mayor Boyer spent most of her time taking them to places, and Deputy Mayor Tompkins added that the hosts also took them to places.

Vice Chair Crossman added that there is a need for better structure and more dedication to this project and was concerned that the High School wasn't involved. Mayor Boyer stated that Royan had emailed the Principal and Vice Principal of the school in Annapolis Royal and never received a response. CAO Millett-Campbell added that this needs to be done by the end of November/December ready for next year. Vice Chair Crossman wanted to add that these students chose to come to Annapolis Royal, and, among other things, they created a tourism brochure on Royan in English only during their time here.

ACTION: Share Royan Student Final Report

NAME: CAO Millett-Campbell

DUE: July 12, 2024

- d. MEDC Communications – Town Crier Newsletter
Spencer Reynolds advised that this is to discuss what should be included in the Town Crier Newsletter August edition. Items to be included are:

- Promote Roundtable
- Collaborative Marketing Fund
- Twinning
- UNESCO
- Natal Day
- Acadian Family Reunion Tickets

ACTION: Send information for MEDC for August's Town Crier Newsletter

NAME: Spencer Reynolds

DUE: July 25, 2024

- iii. Film Regulations / Letter to Minister – Update
Chair Siggia-Beasant asked if the Town's letter was sent and CAO Millett-Campbell responded that this hadn't gone out yet, as it was discussed at Council and the recommendation was for MEDC to send a thank you letter. Chair Siggia-Beasant will draft a response and share with MEDC.

ACTION: Draft a thank you letter

NAME: Chair Siggia-Beasant

DUE: July 30, 2024

- iv. Market Message Centre Citizen Proposal – Update
Chair Siggia-Beasant advised that they had received a message from Christine Igot regarding the warranty and it is covered for 50 years, if the damage isn't caused by vandalism. Spencer Reynolds added that their responses regarding the questions MEDC sent were quite reasonable. Chair Siggia-Beasant asked if this would be going on the wall or posts, and the response back was on the wall. Deputy Mayor Tompkins asked how much the previous Twinning Committee is going to contribute to this as there is \$750 being donated from private individuals and the library. He recommended that the previous Twinning Committee be asked to contribute 50% of the remaining costs with the Town matching it. CAO Millett-Campbell asked if this should be put into next year's budget as now it too late, and all agreed with this approach. Recommendation for Chair Siggia-Beasant to report back to Christine Igot to advise that MEDC likes the idea for next year's budget and establish if they would be agreeable to a 50/50 split.

ACTION: Report back to Christine Igot on the above.

NAME: Chair Siggia-Beasant

DUE: July 30, 2024

- v. Natal Day
Councillor Sanford advised that this is going well, and they had a meeting yesterday. They have a great group of people volunteering, and the booklet is complete and is now on its way to the printer. Everything is ready to go, and the only push back they have received is regarding the vehicles not being parked on the street during the parade. This has been set in place to ensure safety for everyone to enjoy the parade, and this year is a trial to see how well it goes. Councillor Sanford added that they are looking for volunteers for next year, including a new Parade Marshall.

10. New Business

- i. Acadian Family Reunion – Complimentary Dance Tickets
CAO Millett-Campbell advised that the Town had given the Morin Acadian Family Reunion a grant and had received 25 tickets to give out, and wanted to know how these should be distributed. It was agreed to put a notice in the Town Crier Newsletter that the first 12 people to respond would get two tickets, and Spencer Reynolds will include this in the MEDC part of the newsletter.
- ii. Graveyard Tours/Annapolis Royal Pride Association
Chair Siggia-Beasant has concerns regarding the event as the Graveyard Tours have been cancelled for the time being. Also, Annapolis Royal Pride Association has now been taken over by another committee and there are concerns that the evening may not go ahead as there are many matters outstanding. CAO Millett-Campbell advised that the Town is waiting for proof of insurance for these events and upon receipt, the GENIE grant funds will be released as there has to be insurance in place. They added that there has been communication for over a month on this and hopefully the Town will receive the insurance before the event is planned to start. Chair Siggia-Beasant asked if MEDC should be getting more involved with these, and Deputy Mayor Tompkins responded that this isn't MEDC responsibility as they are involving private businesses.

11. Correspondence

None

12. Next Meeting

September 10, 2024 at 6:00 pm

13. Adjournment

The meeting was adjourned at 7:33 pm



Daniela Siggia-Beasant, Chair



Kim Dunning, Recording Secretary

