

**Marketing and Economic Development Committee Meeting**  
**Approved Minutes**  
**September 10, 2024 at 6:00 pm**

<b>1. Call to Order</b>	Chair Siggia-Beasant called the meeting to order at 6:07 pm
<b>2. Present</b>	Chair Daniela Siggia-Beasant (via Zoom), Vice Chair Anne Crossman, Mayor Amery Boyer, Deputy Mayor Michael Tompkins, Councillor Holly Sanford, CAO Sandi Millett-Campbell and Recording Secretary Kim Dunning Member of the Public: Roger Lindala
<b>3. Regrets</b>	Spencer Reynolds
<b>4. Additions to Agenda</b>	New Business ii. PEI Fall Vacation Packages New Business iii. TIANS
<b>5. Approval of Agenda</b>	<b>MOTION #MEDC2024-09-10-01</b> Regularly moved and seconded approval with the above addition. <b>Motion carried.</b>
<b>Edits to the Minutes</b>	None
<b>6. Approval of Minutes</b>	<b>MOTION #MEDC2024-09-10-02</b> Regularly moved and seconded approval of the minutes of July 9, 2024, as presented. <b>Motion carried.</b>

**7. Presentations**  
None

**8. Public Input**  
None

**9. Unfinished Business**

- i. Town Hall Roundtable Item Discussion – September 2024  
 Recommendation to host a similar meeting to the first one and announce the Marketing and Economic Development Committee (MEDC) Collaborative Grant that is now available. CAO Millett-Campbell added that the Tourism Industry Association of Nova Scotia (TIANS) has been invited to attend. Another suggestion was to ask the owner of Bailey House (if attending) to give an update of their idea to invite royalty here in 2029. Saltscapes Expo in Halifax to also to be added to the agenda. Deputy Mayor Tompkins asked if businesses could use the Collaborative Fund for a table at the event, and CAO Milett-Campbell advised that this could be an option. There is also the opportunity to join other agencies (Parks Canada, etc.) if they have a table at the Expo. Councillor Sanford suggested asking the businesses to give an update on how things went during the spring/summer months. It was also agreed to let people know that

there will be subcommittees for UNESCO and Twinning. Chair Siggia-Beasant will work on an agenda and share with Recording Secretary Dunning to print for the meeting on September 23, 2024.

**ACTION:** Create an agenda for the meeting and send to Recording Secretary Dunning

**NAME:** Chair Siggia-Beasant

**DUE:** September 20, 2024

ii. Marketing Plan – Update

a. UNESCO Heritage Designation

Vice Chair Crossman didn't have any updates, and they have concerns that this might not be a good idea. They have tried to get in contact with the Town of Lunenburg, and the acting CAO hasn't responded. They have also sent a letter to their Mayor and not heard back. Vice Chair Crossman wants to hear from them regarding any concerns/issues they had with this as it is a long process to achieve designation as a world heritage site.

b. Collaborative Marketing Fund

Recommendation for this to be included in the Town Crier, and it is already on the Town's website. CAO Millett-Campbell added that they have not received any applications, and Mayor Boyer thinks discussing this at the Roundtable will help.

c. Twinning Revitalization

CAO Millett-Campbell advised that Spencer Reynolds had a meeting with Christine Igot and updated the document. Chair Siggia-Beasant has some issues with the draft, and Mayor Boyer advised that CAO Millett-Campbell had shared a list of concerns/issues. They added that there is an undisclosed source of funds for the student exchange part to hire someone for the student project, and the French Consulate would also like the Town to apply for twinning support by December (the Consulate could potentially support the student project as well as a delegation that would touch on trade) CAO Millett-Campbell added that the funding for the student project will not start until March 2025 and go to July 2025, and the Town will need to match the funds. There is an opportunity to get the remaining 50% through a French Consulate grant, and this wouldn't cost the taxpayer. The prework needs to be done October/November/December and will require a volunteer. This will include deciding what projects the students will be working on when they are here. The Vice Chair asked if this would be a separate project and CAO Millett-Campbell responded that this needs to be included in this mandate, as Twinning should be under one section. Deputy Mayor Tompkins added that the community and schools should be aware of the connection between the Town of Annapolis Royal and Royan, France and what is happening.

Vice Chair Crossman was disappointed with the school's lack of response; the French students didn't even receive an acknowledgement from them. They also have a concern of this being tied with the Twinning group, CAO Millett-Campbell responded that there could be other people out there willing to volunteer, who are interested in this program, and want to step up. You need to share it out to the public to see if there is an interest as you don't know until you ask. It also must be a group of people, not just one. Deputy Mayor Tompkins added that a lot of the issues related to timing as a lot of the items that were dealt with in the spring needed to have been done earlier so that there is a plan in place by December. Another concern from Vice Chair Crossman is having a committee out there with money and telling people what to do. CAO Millett-Campbell responded that these reasons are why the Town needs to have a MOU.

Councillor Sanford asked if this is a subcommittee of MEDC. Yes. They also asked if a Councillor will be sitting on this subcommittee as they couldn't see anything in the MOU on this. They added that usually there are two councillors on MEDC and is the expectation for one to attend Twinning and the other the Natal Day Committee? If this isn't the case, their recommendation is that this should happen. Chair Siggia-Beasant agreed that this is a good idea. Councillor Sanford added that there should be a separate account set up for Twinning and not a personal account. Chair Siggia-Beasant expressed concern on the language for Operational Framework: "the Chair of the Twinning Committee sits on MEDC, attending monthly meetings as a voting member". If their focus is Twinning, why are they voting on issues outside of twinning? Mayor Boyer agreed with Chair Siggia-Beasant. CAO Millett-Campbell added that this was previously discussed, and it was agreed to have it in there, and at the time this would allow them to communicate within MEDC. Mayor Boyer advised that if they weren't a voting member they would not need to attend every MEDC meeting. Chair Siggia-Beasant suggested that they could attend any MEDC meeting, have a standing line item on the agenda and could vote on anything pertaining to twinning. Vice Chair Crossman thought that this was not an option, and CAO Millett-Campbell added that they must be a full member or not. Deputy Mayor Tompkins advised that there need to be some time frames included in the MOU including having a plan for the students by November. Another idea is for the Twinning Committee to give a presentation to MEDC for the students and by January/February, submitting a budget to MEDC for its review. Going back to a councillor attending Twinning, Deputy Mayor Tompkins advised that this might solve the voting issue.

Vice Chair Crossman asked about previous discussions on only having one councillor on each committee and CAO Millett-Campbell responded that this would up to the new Council to decide.

CAO Millett-Campbell had previously shared a list of concerns, and one of them was the following provision: "*Funding from MEDC & the Town of Annapolis Royal*

*must be requested in writing as part of a proposal, submitted by January 31st of every calendar year to MEDC ahead of the spring budgeting process. Budgets are typically finalized in April, after which funds can be dispersed after Council approves the request and the budget has been passed or in month of the events. Council has the final decision on all financial requests”.*

The Town of Annapolis Royal is MEDC, so this needs to be changed. Also, the part on “funds can dispersed” is invalid; this bullet should say that Council has the final decision on all financial requests and the money isn’t issued once the budget is passed. For example, if the event is in September, they will receive the money at the end of August or beginning of September. Mayor Boyer added that the Consulate Office has offered to support students and delegations to France if they are involved in trade. She noted that are two sides to this – trade and social. Recommendation for Twinning subcommittee to work more with the French Consulate.

**ACTION:** Send the above information to Spencer Reynolds

**NAME:** Recording Secretary Dunning

**DUE:** September 30, 2024

- d. MEDC Communications – Town Crier Newsletter
- Vice Chair Crossman offered to create the MEDC page for the October issue as Spencer Reynolds is away. Suggestions were:
- Update on Roundtable
  - Twinning Subcommittee
  - MEDC working on Memorandum of Understanding re twinning
  - Hosting Royan students for three months next year
  - Collaborative Marketing Fund
  - New member for MEDC
  - Planned Pony Express event (County of Annapolis)

**ACTION:** Send information for MEDC for August’s Town Crier Newsletter

**NAME:** Vice Chair Crossman

**DUE:** September 24, 2024

- iii. Film Regulations / Thank You Letter to Minister
- CAO Millett-Campbell asked if the thank you letter was sent, and it hasn’t gone out. Recording Secretary Dunning thought there was a change requested and will share with Chair Siggia-Beasant. Chair Siggia-Beasant will send letter out.

**ACTION:** Share any changes to letter with Chair Siggia-Beasant

**NAME:** Recording Secretary Dunning

**DUE:** September 12, 2024

- iv. Market Message Centre Citizen Proposal – Update  
CAO Millett-Campbell advised that the notice board had been ordered and received, but the keys are missing. Currently waiting for a replacement set to be sent. CAO Millett-Campbell and Christine Igot are working on the inserts for the notice board.
- v. Natal Day Wrap-up  
Councillor Sanford advised it was a great weekend despite the weather, and there were a few people not happy with the changes. They have already had their wrap-up meeting and there is the possibility of additional changes next year. Councillor Sanford advised that they will not be on the committee next year. The expenses for this year were \$8,681.23 and there was an additional expense of \$469.95 from 2023 that has just been paid. The booklet received \$9,175 in sponsorships/ads and the account balance is \$13,669.42. Deputy Mayor Tompkins suggested having the drone show next year, and Councillor Sanford responded that they have sent an email regarding this and are waiting for a response. Vice Chair Crossman wanted to thank Councillor Sanford for their contribution to this Committee, and Councillor Sanford added that they do have a strong committee going forward.

## 10. New Business

- i. Pony Express 2024  
CAO Millett-Campbell attended a meeting at County earlier this week regarding the 75<sup>th</sup> Anniversary of the Pony Express. The plan is for a rider to ride from Wilmot to Annapolis Royal on October 16, and then ride from the O’Dell Museum on October 17 to Victoria Beach. During these two days, there is a plan for the rider to ride through the Town. The Municipality of the County of Annapolis is organizing this event and would like to know if the Town would like to participate. A request has gone for King Charles to send a letter to accompany the rider, and in case this is not possible, another request has gone to the Lieutenant General. A suggestion for the Community Band to perform was made and Mayor Boyer will check on its availability, either at the amphitheater or farmer’s market.  
  
**ACTION:** Check on Community Band’s availability  
**NAME:** Mayor Boyer  
**DUE:** September 13, 2024
- ii. PEI Vacations  
Mayor Boyer shared a brochure on a PEI vacations leaflet that was received via mail drop. They were very impressed with the layout and presentation for vacations in PEI.
- iii. TIANS – Annapolis Gardens

Vice Chair Crossman has been advised that TIANS has approached he Historic Gardens about providing Visitor Information Centre and has received a \$10,000 grant to do this.

**11. Correspondence**

None


**12. Next Meeting**

September 23, 2024 – MEDC Roundtable at Legion at 6:00 pm

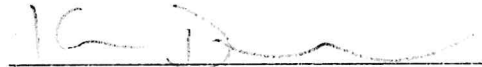
October 8, 2024 at 6:00 pm - regular meeting

**13. Adjournment**

The meeting was adjourned at 7:22 pm



Daniela Siggia-Beasant, Chair



Kim Dunning, Recording Secretary