

A regular monthly meeting of the Committee of the Whole of Middleton Town Council was held at the Town Hall on Tuesday, January 03, 2017, starting at 7:00 p.m.

PRESENT

Chairing the meeting, Mayor Sylvester Atkinson; Deputy Mayor Gail Smith; Councillors Melinda den Haan, Michael Fairn, Clayton MacMurtry, Gary Marshall, and Brad Reid; Chief Administrative Officer, Rachel Turner; Director of Finance, Marianne Daine; and Recording Secretary, Sharon McAuley.

Also in attendance were: Annapolis Royal Town Council members: William MacDonald, John Kinsella, Holly Sanford, Pat Power and Owen Elliot; Annapolis Royal Marketing and Economic Development Committee members: Diana Lewis, Benn Boysen and Samantha Myhre; Annapolis Royal Chief Administrative Officer, Greg Barr; Annapolis Royal Community Development Coordinator, Sandi Millett-Campbell; Judy Rafuse and Heather Leeman, Annapolis Valley Chamber of Commerce; Kelly Ells and James Schofield, Valley Regional Enterprise Network; Rhonda McDougall, Nova Scotia Business Inc.; Ron Dauphinee, Nova Scotia Department of Municipal Affairs; and two (2) citizens.

1. CALL TO ORDER

Mayor Atkinson called the meeting to order at 7:07 p.m.

2. APPROVAL OF THE AGENDA

170103.01: It was moved and seconded to approve the agenda, as circulated. Motion carried.

3. PRESENTATIONS

3.1 Annapolis Valley Chamber of Commerce (AVCC) – Judy Rafuse & Heather Leeman

Judy Rafuse and Heather Leeman provided an overview of:

- the AVCC, its activities, its members and geographic area;
- their various committees and accomplishments in 2016;
- the achievements of the Tourism Marketing Committee activities including funding received, marketing campaign, partnerships developed and statistical results;
- plans for 2017 including partnership development, planning for the celebrations for Canada's anniversary in 2017 and the 2017 Marketing Strategy.

The AVCC is requesting from the Town of Middleton, a contribution of \$2,000 towards the 2017 AVCC Tourism Marketing Plan and a continued commitment of \$2,000 over

the following two years. The funding will help develop a new regional map, an interactive smart phone app and the continuation of the multi-media campaign to the Maritimes. One of the commercials that ran this summer on CTV in the Maritime Region was then played.

3.2 Valley Regional Enterprise Network (REN) – Kelly Ells & James Schofield

Kelly Ells and James Schofield provided an overview of the Valley REN including:

- the REN structure;
- their mission, vision, guiding values, strategic goals and mandate;
- their role in regional economic development;
- statistics on local businesses including sales growth, export readiness, challenges, business climate and business climate factors;
- an update on implantation of the strategy.

3.3 Nova Scotia Business Inc. – Rhonda McDougall

Rhonda McDougall provided an overview of Nova Scotia Business Inc. including:

- the organization, their structure, what they do and the services they provide;
- how they partner/work with the Valley REN and the Annapolis Valley Chamber of Commerce;
- their sectors of focus;
- annual priorities.

William MacDonald, John Kinsella, Holly Sanford, Pat Power, Owen Elliot, Diana Lewis, Benn Boysen, Samantha Myhre, Greg Barr, Sandi Millett-Campbell, Judy Rafuse, Heather Leeman, Kelly Ell, James Schofield, Rhonda McDougall, Ron Dauphinee, and one (1) citizen left the meeting at 8:41 p.m.

4. APPROVAL OF MINUTES

170103.02: It was moved and seconded that the minutes of the Committee of the Whole meeting of December 5, 2016 be approved, as circulated. Motion carried.

5. INFORMATION/DISCUSSION ITEMS

5.1 Finance Variance Report – December 2016

The Finance Variance Report for December 2016 was circulated to all Committee members.

6. ANYTHING BY MEMBERS

Councillor Marshall thanked CAO Turner and staff for coordinating the cleanup at 16 School Street.

7. ADJOURNMENT

170103.03: It was moved and seconded to adjourn the meeting at 8:50 p.m. Motion carried.

Minutes Approved by Council Motion 170206.02, February 6, 2017.