

# **ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)**

## **MINUTES May 30, 2022**

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on May 30, 2022 at 6:00 pm.

Present: Wendy Whitwell, Township of Armour, Chair  
Jennifer Farquhar, AHCC Representative  
Margaret Ann MacPhail, Township of Perry  
Barb Belrose, Village of Sundridge  
Kelly Elik, Township of Strong  
Joseph Vella, Township of Ryerson  
John Wilson, Village of Burk's Falls  
Tim Brunton, Municipality of Magnetawan  
Brenda Scott, Village of South River  
Ron Begin, FedNor  
Trista Verbiwski, MNDMNRF

Regrets: Tim Bryson, Township of Joly  
Lyle Hall, Village of Sundridge  
Peter McIsaac, Municipality of Powassan

Staff: Dave Gray, Director of Economic Development  
John Theriault, Township of Armour  
Courtney Metcalf, Economic Development Officer  
Ciara Ryan, Regional Brand Coordinator

### **Call to Order**

The meeting was called to order at 6:00 pm.

### **Minutes**

The minutes of the meeting of Monday, April 25, 2022, meeting were adopted as circulated.

### **Director of Economic Development (DED) Report**

The Director covered the following items from the report:

1. An update on core activity tracking, which lists what the department has done over the past month. These included assistance to businesses, marketing, ACED website updates, social media activities and communications.

2. Some of the updates in the report included:

- a) 2022 BR&E Survey – This project is progressing well. Conducted 48 interviews with more scheduled. BR&E survey was accidentally deleted, working to re-entering surveys. Businesses have been very receptive. Target is for 200 surveys to be completed.
- b) AHCC Partnerships – Partnering with ACHH to launch two Almaguin marketing mixer events, one to held on June 1 and another on June 14, 2022. Also working on a Welcome Wagon program.
- c) G.R.O program – The Director of Economic Development made a presentation on volunteering at the District 11 Agricultural Society Spring Meeting.
- d) Regional Recreation Support – ACED is working with the Village of Burk's Falls Recreation Coordinator on a Participaction program which will run from June 1 to 30, 2022. ACED is supporting marketing efforts to promote access to the region's trails, routes and recreation spaces.
- e) Community Development – ACED is working with Employment North to welcome newcomers to the area and support new businesses which they may want to start.
- f) AHSS Student Engagement – 19 surveys were completed; a final report is being developed.
- g) Regional Brand Strategy Implementation – The Regional Brand Coordinator has been given access to the ACED regional website and is adding information to the site and is working on developing and promoting regional content, stories, photography and videography.
- h) Tourism Promotion – ACED attended the South River Outdoors Sportsman Show. We received good feedback from people who attended the event.

### **Post 2023 ACED Department Outlook and Funding**

The agenda package includes some highlights of the work ACED has done over the year. These are meant to be short and impactful so that readers can see quickly what the department has achieved. The Board continued their discussion on how the department will be funded next year and in the future. A package will be sent to each partner which will include information on ACED, options for funding ACED and a projected budget for 2023 and 2024.

## **Updates**

### FedNor

Working on implementing approved projects. Both the Province and the Federal Governments have many priorities because of the pandemic. Still working on reorganizing FedNor into a new independent agency.

### NOHFC

No update. Everything is on hold until after the result of the election are known.

## **Resolutions**

1. 2022-015 – Moved by Margaret Ann MacPhail; Seconded by John Wilson;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of April 25, 2022, as circulated. Carried

### Adjournment

2. 2022-016 – Moved by Barb Belrose; Seconded by Jennifer Farquhar;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the May 30, 2022, ACED meeting at 6:56 p.m. Carried

The next meeting will be June 20, 2022, at 6:00 p.m. If this changes, members will be advised.