

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

## **MINUTES March 23, 2023**

A regular meeting of the ACED Board was held at the Township of Strong Office and virtually on March 23, 2023 at 6:00pm.

Present: Wendy Whitwell, Township of Armour, Chair  
Sheri Norman, AHCC Representative  
Margaret Ann MacPhail, Township of Perry  
Dan Robertson, Township of Ryerson  
Chris Nicholson, Township of Joly  
Justine Leveque, Village of Sundridge  
Tim Bryson, Township of Strong  
Ron Begin, FedNor  
Jennifer Farquhar, AHCC Representative

Regrets: Chris Hope, Village of Burk's Falls  
Brenda Scott, Village of South River  
Trista Porter, MND

Staff: Dave Gray, Director of Economic Development  
Courtney Metcalf, Economic Development Officer

Guests: Vicky Roeder-Martin, Township of McMurrich/Monteith

### **Call to Order**

The meeting was called to order at 6:00 pm.  
Declaration of pecuniary interest – None.

### **Minutes**

The minutes of the meeting of Thursday February 23, 2023, meeting were adopted as amended.

### **Round Table Introductions**

New members and guests at the table were introduced.

## **Director's 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 business assistance, marketing, ACED website updates, social media activities, and communications.
2. Some of the updates in the report included:
  - a) BR&E Survey – Email blast sent out to businesses to seek participation. Meetings are being setup. Next step is calling businesses to request interviews.
  - b) Business Support Events – Planning two business support events in partnership with support agencies and organizations. The AHCC Business After Hours event and a possible workshop or event for Work Force Week in April.
  - c) AHCC Partnerships – Presently discussing ACED contributions to the AHCC Community Guide through the Brand Strategy Implementation funding. Influential Women in Almaguin campaign was launched in partnership with the AHCC.
  - d) Municipal Support – Staff is supporting the 2<sup>nd</sup> phase of two NOHFC applications for funding.
  - e) Long Term Housing – Should be receiving further resources in March on long term housing and what we can contribute to it.
  - f) Transportation – Working on a media campaign for the Carpool Almaguin project and promoting the app for carpooling in our area.
  - g) Regional Brand Strategy Implementation – Photography and Videography contract is moving forward with work being done on winter subjects. RFP was sent out, proposals were received for the Spotlight Almaguin Support Project. A recommendation on the award of the project was approved by the Board.
  - h) Internship Application – The application for funding of an intern has gone to phase 2 with NOHFC. Staff is presently soliciting applications for the position, which is contingent on our funding application being approved.

## **Round Table Comments from Board Members**

Tim Bryson – looking forward to discussing housing at the next Mayor's Meeting.

Vicky Roeder Martin – looking to make downtown revitalization a priority in McMurrich/Monteith.

Margaret Ann MacPhail – discussed new approaches to volunteerism in Almaguin.

## **Updates**

### **FedNor**

Year-end is coming up so FedNor is looking for claims. The budget comes out on March 28<sup>th</sup> so capacity to deliver funding will be determined after budget is released.

## **Resolutions**

1. 2023-09 – Moved by Margaret Ann MacPhail; Seconded by Tim Bryson;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of February 23, 2023, as amended. Carried
2. 2023-10 – Moved by Justine Leveque; Seconded by Chris Nicholson;  
Be it resolved that the Almaguin Community Economic Development Board have received the Spotlight Almaguin Support Project staff report outlining the proposal selection process for RFP-2023-01. The Board hereby accept staff's recommendation to award the project to Karen Jones Consulting for the amount of \$39,775 plus HST. Furthermore, the Board requests that the Township of Armour proceed with hiring the selected service provider. Carried

### **Adjournment**

3. 2023-11 – Moved by Jennifer Farquhar; Seconded by Dan Robertson;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the March 23, 2023, ACED meeting at 7:01 p.m. Carried

The next meeting will be Thursday April 27, 2023, at 6:00 p.m. If this changes, members will be advised.