

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES July 27, 2023

A regular meeting of the ACED Board was held at the Township of Strong Office and virtually on July 27, 2023 at 6:00pm.

Present: Wendy Whitwell, Township of Armour, Chair
Jennifer Farquhar, AHCC Representative
Dan Robertson, Township of Ryerson
Margaret Ann MacPhail, Township of Perry
Justine Leveque, Village of Sundridge
Chris Hope, Village of Burk's Falls
Tim Bryson, Township of Strong
Trista Porter, MND
Luke Preston, RTO12

Regrets: Chris Nicholson, Township of Joly
Joe Lumley, Township of Perry
Brenda Scott, Village of South River
Ron Begin, FedNor

Staff: Dave Gray, Director of Economic Development
Courtney Metcalf, Economic Development Officer
Sarah Cooke, Communications Officer
John Theriault, Township of Armour

Guests: Rod Ward, Township of Armour
Kate Monk, RTO12
Sheri Norman, AHCC Director

Call to Order

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

Minutes

The minutes of the meeting of Thursday June 29, 2023 meeting were adopted as presented.

Round Table Introductions

New members and guests at the table were introduced.

Presentation

Kate Monk, from Explorer's Edge, delivered a presentation titled "Tourism Industry Catalyst Housing". The presentation centered around how to integrate a sustainable workforce, investors, employers and housing. The proposed model to meet the region's needs is known as "The Work-Integrated Training and Housing Ecosystem". The program will provide several components which will support the tourism workforce by providing training opportunities and enabling access to the housing continuum. The presentation will be circulated to Board members when it becomes available.

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 – Business outreach continues, 5 more interviews completed, Staff will aim to ramp up the interview frequency after peak the peak tourism season.
 - b) Municipal Support – Working with the Township of Armour to encourage housing development. Helped the Township of Perry with their drive-in movie night.
 - c) Long Term Housing – Housing Task Force – Terms of Reference have been updated and the ACED Board has approved them by resolution and is recommending that all partners approve them. The Director will reach to members who would be interested in sitting on the Housing Task Force. It is recommended that the first meeting be the third week of August.

ACED has received a copy of the Ontario Chamber of Commerce's "Home Stretched – Tackling Ontario's Housing Affordability Crisis through Innovative Solutions and Partnerships" publication. It will be made available to the Housing task Force.

- d) Transportation – Carpool Almaguin Campaign continues. Staff have launched a survey to track the effectiveness of the program.

An updated table on the use of the Village of Burk's Falls community bus was presented. Staff will connect with the new Burk's Falls CAO to discuss transportation.

- e) Brand Strategy Implementation – a monthly newsletter has been created, updating the online business directory, monitoring and updating investment properties and promoting the region. Photography and videography of the area is continuing as per the contract. Brand Ambassador Program is going forward and there is interest with 34 Brand Ambassadors signed up with 4 more interested.

To date we have received 3 business submissions to the Almaguin Marketing partnership Program, 2 have been approved and one is in review. Staff has created a TikTok account and is creating branded content promoting the Almaguin region.

- f) Story-Telling Partnership – Staff has been approached by the Powassan library for help with story-telling activities. ACED has purchased a voice recorder and will cover the cost of refreshments.
- g) FedNor CIINO Renewal – Finalizing the phase two application. Two resolutions were passed by the ACED Board, one to direct staff to complete the application and one to request supporting letters from all interested parties.

Updates

NOHFC

Many employees are presently on vacation, work is progressing regularly. Trista will attend the grand opening of the new Emsdale Community Centre and Library to be held on August 16, 2023 between 5:30 and 7:30 p.m.

Explorer's Edge

A copy of the presentation delivered earlier in the meeting will be forwarded to ACED. Events being held in our region are doing well, many of them selling out. People are anxious to attend events after the COVID restrictions.

Resolutions

1. 2023-21 – Moved by Justine Leveque; Seconded by Tim Bryson;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of June 26, 2023, as circulated. Carried
2. 2023-22 – Moved by Margaret Ann MacPhail; Seconded by Dan Robertson;
Be it resolved that the Almaguin Community Economic Development Board approve the Almaguin Housing Task Force Terms of Reference as amended. Furthermore, that the Board recommends that all ACED partner councils and boards review and accept the Terms of Reference at their next regular meeting and provide a copy of their resolution to the Director of Economic Development. Carried

3. 2023-23 – Moved by Jennifer Farquhar; Seconded by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board direct the ACED staff to complete and submit the second phase application to the FedNor Community Investment Initiatives for Northern Ontario program requesting the renewal of their financial support for the ACED department for three more years. Furthermore, that the ACED Board recommends that the Township of Armour submit the application on behalf of the ACED partners. Carried

4. 2023-24 – Moved by Justine Leveque; Seconded by Chris Hope;
WHEREAS the Almaguin Community Economic Development Department is applying to FedNor’s Community Investment Initiatives for Northern Ontario (CIINO) program requesting a three-year renewal of their financial support for a portion of ACED operating expenses.
NOW THEREFORE be it resolved that the Almaguin Community Economic Development Board hereby requests that all ACED member organizations and community partners consider providing a letter of support for the ACED CIINO renewal. Furthermore, that all letters be forwarded to the Director of Economic development no later than August 15th, 2023. Carried

Adjournment

5. 2023-25 – Moved by Jennifer Farquhar; Seconded by Tim Bryson;
Be it resolved that the Almaguin Community Economic Development Board adjourn the July 27, 2023, ACED meeting at 7:47 p.m. Carried

The next meeting will be Thursday August 24, 2023, at 6:00 p.m. If these changes, members will be advised.