

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

## **MINUTES November 23, 2023**

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

Present: Margaret Ann MacPhail, Township of Perry, Chair  
Rod Ward, Township of Armour  
Jennifer Farquhar, AHCC Representative  
Dan Robertson, Township of Ryerson  
Justine Leveque, Village of Sundridge  
Chris Hope, Village of Burk's Falls  
Tim Bryson, Township of Strong  
Chris Nicholson, Township of Joly  
Brenda Scott, Village of South River  
Ron Begin, FedNor

Regrets: Wendy Whitwell, Township of Armour  
Trista Porter, MND  
Luke Preston, RTO12

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

Guests: Norm Hofstetter, Township of Perry

### **Call to Order**

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

### **Minutes**

The minutes of the meeting of Thursday, September 28, 2023 meeting were adopted as presented.

### **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 – Project has been completed. Final report was presented to the Board.
- b) Municipal Support – Municipalities have been requested to provide budget amounts for transportation infrastructure for the next 3-5 years.
- c) Long Term Housing – Housing Task Force – Second meeting was held on October 27, 2023. A regional housing SWOT analysis was completed. Next steps include determining what needs to be addressed by the Task Force. Next meeting November 30, 2023.
- d) Transportation – New ways of marketing the Carpool program will be explored in January 2024.

Second meeting of the community bus partnership was held on October 18 @ 10:00 am in the Armour council chambers. Greg Wilson from Wilson's Transportation attended. Exploring the possibility of using rented buses and drivers. More information is needed before an assessment can be made. The Community Bus Survey was launched.

- e) Brand Strategy Implementation – CO has been creating posts for the website and created a new webpage for a regional job board. ACED Facebook presence will get an overhaul in 2024. Some social media pages will be merged. Photography and videography is continuing and being finalized. Three new partners have joined the Brand Ambassador program. The AMP has now approved 11 projects. Four have been completed and remaining seven are in process.
- f) FedNor CIINO Renewal – The new CIINO grant has been announced at the RED Gala.
- g) RED Gala – Took place on October 27, 2023. The event was well received and had full attendance. A final budget will be presented at the December meeting.
- h) Explorers Edge Marketing Partnership – This project is nearing completion. Video has been uploaded to You Tube. Within two weeks the video has had 9.1K views.
- i) 2024 ACED Draft Budget – The Board discussed the 2024 draft budget and the future of ACED. The Board requested that staff try to find ways to raise money for ACED so that the financial burden would not only be on the partners and requested projected budgets for 2024 to 2027 with 8 partners.

The Board also passed a resolution for staff to look into how service levels for contributing and non-contributing municipalities could be different.

### **Roundtable Comments**

The Board had a discussion on whether or not it should take a position on short-term rentals. Since this is a controversial issue, it will be added to a future agenda and Board members were asked to be prepared to discuss this issue.

### **Updates**

#### FedNor

New tourism program is now active, 5.2 million over the next 3 years, maximum \$250,000 per project.

### **Resolutions**

1. 2023-32 – Moved by Justine Leveque; Seconded by Tim Bryson;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of September 28, 2023, as circulated. Carried
2. 2023-33 – Moved by Jennifer Farquhar; Seconded by Chris Nicholson;  
Be it resolved that the Almaguin Community Economic Development Board directs staff to prepare recommendations for service levels based on membership, contributors and non-member municipalities. Carried

### **Adjournment**

3. 2023-34 – Moved by Tim Bryson; Seconded by Justine Leveque;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the November 23, 2023, ACED meeting at 7:45 p.m. Carried

The next meeting will be determined using an availability poll which will be sent out by staff.