

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES December 19, 2023

A regular meeting of the ACED Board was held at the Township of Strong Office and virtually on December 19, 2023 at 12:30 pm.

Present: Wendy Whitwell, Township of Armour, Chair
Margaret Ann MacPhail, Township of Perry
Joe Lumley, Township of Perry
Jennifer Farquhar, AHCC Representative
Dan Robertson, Township of Ryerson
Justine Leveque, Village of Sundridge
Tim Bryson, Township of Strong
Chris Nicholson, Township of Joly
Brenda Scott, Village of South River

Regrets: Trista Porter, MND
Luke Preston, RTO12
Chris Hope, Village of Burk's Falls
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
Sheri Norman, AHCC
Vicky Roeder-Martin, Township of McMurrich/Monteith

Call to Order

The meeting was called to order at 12:30 pm.

Minutes

The minutes of the meeting of Thursday, November 23, 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) Municipal Support – Some partners have submitted projections for road/transportation infrastructure projects. Partners have until December 21st, 2023 to submit this information.
 - b) Long Term Housing – Housing Task Force – Third meeting was held on November 30, 2023. Completed review of SWOT analysis and determined three highest ranking. Working to gather more housing information.
 - c) Transportation – Community bus survey has been launched. To date have received over 300 responses. A report of the findings will be presented when all surveys are collected.
 - d) Brand Strategy Implementation – CO has added four more posts to the website. Business directory is being maintained. CO wrote a winter weekend adventure itinerary. ACED Facebook presence will be overhauled in 2024. Photography and videography are being completed. Private Facebook group will be launched in 2024 for the Brand Ambassadors. AMP program has now a total of 11 approved projects.
 - e) Shop in Almaguin Campaign – Campaign has been launched. Businesses are encouraged to promote this project to encourage more foot traffic through local businesses doors.
 - f) RED Gala – The Board reviewed the final budget report for the Red Gala. Surplus has been distributed to local food banks.
 - g) Explorers Edge Marketing Partnership – Staff waiting for final report from Explorers Edge.
 - h) 2024 ACED Draft Budget – A revised draft 2024 budget was presented to the Board. After some discussion, the Board requested be added passed a resolution approving the budget and recommending approval from all of the partners.
 - i) ACED sustainability – Staff presented a plan two-tier plan to raise funds for ACED with different rates for members and non-members. The Board requested that a list on members and non-members be added to the presentation of the two-tier plan. The Board passed a resolution to approve the proposal.
The Board discussed meeting dates when a Board member delegation could attend council meetings at non-member municipalities. Staff will

support the delegations with any information they might require about ACED. The Director will send out a request for Board members to register to attend meetings.

Roundtable Comments

The Board was advised that ACED staff is looking a possibly applying for grants to fund some signage for our region.

Resolutions

1. 2023-35 – Moved by Justine Leveque; Seconded by Chris Nicholson;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of November 23, 2023, as circulated. Carried
2. 2023-36 – Moved by Joe Lumley; Seconded by Jennifer Farquhar;
Be it resolved that the Almaguin Community Economic Development Board have received and discussed the revised 2024 ACED Department draft budget. Furthermore, the Board recommends that members add the budget to their upcoming council/board meetings for approval. Carried
3. 2023-37 – Moved by Jennifer Farquhar; Seconded by Chris Nicholson;
Be it resolved that the Almaguin Community Economic Development Board have received and discussed the draft ACED services overview as well as the draft fees and charges schedule. Furthermore, the Board instructs staff to implement these changes starting January 1st, 2024 and requests that the Township of Armour adopt the fees and charges schedule under their current Fees and Charges By-law. Carried

Adjournment

4. 2023-38 – Moved by Justine Leveque; Seconded by Chris Nicholson;
Be it resolved that the Almaguin Community Economic Development Board adjourn the December 19, 2023, ACED meeting at 1:40 p.m. Carried

The next meeting will be Thursday, January 25, 2024, at 6:00 p.m. If this change, members will be advised.