

**BURKS FALLS AND AREA  
COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE  
(BACED)**

**MINUTES - January 21, 2019**

A meeting of the Burks Falls and Area Community Economic Development Committee (BACED) was held at the Burks Falls Municipal Council Chambers on January 21, 2019 at 6:00 p.m.

In attendance: Lewis Hodgson, Nicky Kunkel, Margaret Ann MacPhail, Tim Brunton, Nicole Fraser, Wendy Whitwell, John Theriault, Willy Hollett, Celia Finley, Judy Kosowan and Dave Gray. Guests: Ron Begin (FedNor) and Rosalind Hall.

**CALL TO ORDER**

Chair Tim Brunton called the meeting to order at 6:00 p.m.

**MINUTES**

Minutes from the December 10, 2018 meeting were approved by resolution moved by Wendy Whitwell and seconded by Margaret Ann MacPhail.

**CEDO REPORT**

Dave Gray outlined his written report highlighting:

Core Activity Tracking: statistics provided for November 27, 2018 to January 15, 2019.

Regional Economic Development up-date: To date, six of the fifteen potential partners have opted-in to the proposal, two have opted out and we are awaiting responses from the remainder. Several municipalities are looking for further information and delegations from the BACED Committee will be attending council meetings to provide further information. Mr. Begin provided information on the funding model in the West Parry Sound area whereby the large municipalities opted to buy-in to the project with two shares (\$12,500.) and the smaller municipalities opted in with one share (\$6,250.).

Correspondence was received from the Municipality of Magnetawan indicating conditional support for the RED project. Magnetawan Council is requesting that the ACED partners hire an outside consultant to prepare job descriptions and manage the recruitment process.

Mr. Begin outlined the open and fair hiring process to be followed if FedNor is involved with the project.

It was decided that the letter will go back to Magnetawan Council for further clarification.

Dave Gray explained the proposed transition process from the current BACED Committee to the Almaguin Community Economic Development (ACED) Interim

Board. All the municipal partners will be invited to an information meeting tentatively scheduled for February 11, 2019 (details to be finalized). Following that meeting, a meeting of the Interim ACED Board will be scheduled.

Dave Gray indicated that Phase 2 of the CIINO application is ready to submit to FedNor, once the number of partners is confirmed.

Wrap Up Almaguin Shop Local: written report was provided.

TODS signs: Correspondence received from the Minister of Tourism, Culture and Sport regarding the pricing of the Tourism-Oriented Directional Signing (TODS) signs.

NOHFC Internship: the application is currently under review.

Almaguin Downtown Assessment Project: the funding application for the project has been submitted under the Northern Communities Investment Readiness program and is under review. The Town of Bracebridge was contacted about their participation in the project with Roger Brooks International and they were pleased with the project.

Digital Mail Street: A proposal is being developed that may potentially receive \$80,000. in funding to provide support to area businesses with on-line presence and marketing efforts.

## **OTHER BUSINESS**

Completion of Current CIINO Project: The current CIINO contract ends as of January 31, 2019. There is approximately \$7,000. remaining to be spent under the advertising and promotion line. The Committee was in agreement with expenditures to be made for Villages of Almaguin promotional materials and advertising in the 2019 Almaguin Highlands Guide.

Chamber of Commerce: Willy Hollett noted that the Chamber of Commerce is working on the Almaguin Highlands Guide for 2019. Advertising space is available and the Chamber is looking for information on community events and any articles of community interest.

Dave Gray advised that he will be doing a presentation on our Business Retention and Expansion Program at the up-coming EDCO conference.

## **NEXT MEETING**

The next meeting is scheduled for Monday, February 11, 2019 at 6:00 p.m. in the Village of Burks Falls Council Chambers. ACED meeting details to be confirmed.

## **ADJOURNMENT**

The meeting adjourned at 7:25 p.m.

Judy Kosowan, Minute Taker