

**BURK'S FALLS AND AREA
ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT
(ACED)**

**MINUTES
August 19, 2019**

The meeting was held at the Strong Municipal Office on August 19, 2019 at 6:00 pm.

Present: Tim Brunton, Township of Magnetawan
Barb Belrose, Village of Sundridge
Melanie Alkins, MENDM
Margaret Ann MacPhail, Township of Perry
Kelly Elik, Township of Strong
Willy Hollett, AHCC Representative
Wendy Whitwell, Township of Armour
Brenda Scott, Village of South River
Celia Finley, Township of Ryerson

Regrets: Ron Begin, FedNor
Tim Bryson, Township of Joly
Lewis Hodgson, Village of Burk's Falls
Peter McIsaac, Municipality of Powassan

Staff: John Theriault, Township of Armour
Dave Gray, Economic Development Officer
Nicole Fraser, Municipality of Magnetawan
Ciara Stead, Communications & Marketing Officer

Call to Order

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

Minutes

That the minutes of Monday July 15, 2019 meeting were adopted as amended.

Communications & Marketing Officer Intern

The CEDO introduced Ciara Stead, Communications & Marketing Officer (CMO) to the board. She is the intern which will be leading the Digital Main Street Program and helping with Regional Economic Development. The CMO has started her orientation and the Board was advised of the projects the CMO is and will be working on.

CEDO Report and Discussion

Dave Gray presented his monthly report which included an update on his core activities over the last month.

The CEDO and CMO intern attended a Digital Main Street training session in Toronto. The CMO intern has begun working on getting businesses involved in the Digital Main Street Program.

The CEDO is continuing work with AHCC to recruit physicians. The CEDO and representatives from AHCC will be attending a fair in Sudbury to promote our communities to attract doctors.

The CEDO has submitted a Canadian Experiences Fund application, is working on a draft NOHFC fund application and is working on a marketing plan for the Almaguin Harvest Spin Cycling Event in 2020. The CEDO will request that MTO paint lines for the cycling corridors.

The CEDO is helping Blue Sky & Connected North Promotion by boosting a Facebook campaign to drive web traffic to take their connection speed test. The results will help in proving that we need better broadband access. Several municipalities have passed resolutions supporting funding for broadband access. The CEDO will request that Blue Sky attend a Board meeting to make a presentation on the work they are doing and to answer questions from the Board.

Preparations have been started for the Annual Almaguin Highlands Economic Development Gala to be held on October 3rd, 2019. A keynote speaker, Terry O'Reilly, has been confirmed. The Board revisited the budget for this event. The Gala will begin at 5:30 p.m. and the CEDO will request permission to film the Gala.

The CEDO advised the board that the second round of iRapid approvals included a successful application from Almaguin.

The Almaguin Local Food Fair has been postponed past August 31st, 2019 due to several businesses and participants not being available to participate. They are looking at early October to reschedule this event.

FedNor/MENDM

An update was given on the work FedNor and MENDM are doing to help economic development in the region.

Hiring Committee

If the CIINO grant is approved, we will need to hire a Director of Economic Development. We will need a hiring committee. Interviews will be held during the day and will have to follow the Township of Armour's hiring policy. The Board requested that a sub-committee be created to prepare for the hiring process. The sub-committee will be composed of Tim Brunton, Willy Hollett and John Theriault. Barb Belrose will be an alternate on the sub-committee.

Resolutions

1. 2019-012 - Moved by Brenda Scott, Seconded by Willy Hollett;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of July 15th, 2019 as amended.

Adjournment

The meeting was adjourned at 7:00 p.m.

The next meeting will be Monday September 16, 2019 at the Strong Municipal Office.