

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

**MINUTES  
November 18, 2019**

The meeting was held at the Strong Municipal Office on November 18, 2019 at 6:00 pm.

Present: Tim Brunton, Township of Magnetawan  
Melanie Alkins, MENDM  
Tim Bryson, Township of Joly  
Joe Lumley, Township of Perry  
Kelly Elik, Township of Strong  
Wendy Whitwell, Township of Armour  
Celia Finley, Township of Ryerson  
Peter McIsaac, Municipality of Powassan  
Barb Belrose, Village of Sundridge  
Willy Hollett, AHCC Representative  
Brenda Scott, Village of South River  
Ron Begin, FedNor

Regrets: Margaret Ann McPhail, Township of Perry  
Lewis Hodgson, Village of Burk's Falls

Staff: Dave Gray, Director of Economic Development  
John Theriault, Township of Armour  
Courtney Metcalf, Economic Development Officer  
Nicky Kunkel, Village of Burk's Falls  
Nancy Fields, Township of Ryerson

Call to Order

The meeting was called to order at 6:04 pm.

Minutes

That the minutes of Monday October 21, 2019 meeting were adopted as amended.

**CEDO Report**

Core Activity Tracking

The CEDO updated the Board on the visits and contacts he has had over the past month.

Communications & Marketing Officer Update

The CEDO gave an update on the work the CMO has been doing, including her attendance at the Youth Business Plan Rumble and a Business Symposium. The DMS program is getting good reviews. We are having problems with getting funding applications for the DMS program approved. Questions were asked and answered.

### Manufacturing & Forestry BR & E

This is a project which is included in the 2019 ACED workplan. The project is progressing.

### Broadband Partnership

BlueSky is leading this project and is issuing an RFP (copy attached) seeking qualified vendors who can upgrade/deploy broadband infrastructure. Board members were asked if anyone would be interested in being involved in this project. If anyone is interested, they can contact the Director of Economic Development.

### Accommodation Inventory

A first draft accommodation inventory database has been created. It will be made available upon request.

### Asset Inventory

A process has been developed to gather municipal asset information on a regional level. Next step is to meet with municipalities to review the survey and gather information.

### Shop Local Campaign

The ACED team is presently working on an organic shop local campaign for the holiday season. The cost of this project is estimated at \$800.

### First Impression Community Exchange (FICE)

All FICE team surveys have been entered on the Survey Monkey system. The final report to the Minden Hills Team will be drafted over the coming weeks.

### Almaquin Harvest Spin

The draft application for this project is under review and will be submitted to NOHFC pending an event team review and finalization of the draft budget.

## **New Business & Development**

### Discovery Routes Mapping Project Request for Support

A request for financial support was received from Discovery Routes to help fund this project. The Board discussed the possibility of changing the mapping from paper to electronic in the future and creating one location where the mapping information could be accessed. The Board passed a resolution for financial support.

### Explorer's Edge Snowmobiling Content Partnership

The CEDO, in partnership with Explorer's Edge, is exploring the possibility of creating a snowmobiling in Almaquin article to promote snowmobiling in our region. Explorer's Edge has some funds available for this project. The Board discussed the need for all the municipalities to have the same rules concerning snowmobiling. The Board passed a resolution to financially support this partnership.

## **Almaquin Highlands Chamber of Commerce Board Position**

The representative from the Chamber, Willy Hollett, advised the Board that he would no longer be the representative for the Chamber. The Chamber will appoint someone to replace him before the next meeting. He thanked the Board for their support and the good work they are doing. The Chair of the Board thanked Willy for his good service and wished him the best in his future endeavors.

### **Draft 2020 Budget**

The board reviewed the draft 2020 budget and advised that more discussions will take place when the 2020 ACED Work Plan is presented.

### **Updates**

#### **FedNor**

An update was given on the Harvest Spin project. FedNor is waiting for a Phase 2 application to go forward. The Board was advised to always look to FedNor to partner for projects. Any agricultural related industry should connect with the Economic Development Department to inquire as to what the department can do to help grow their business.

#### **NOHFC**

The representative from NOHFC advised the Board to forward an application for funding for any project they believe would benefit from NOHFC's help.

### **Hiring Committee Report**

The Board reviewed the report from the Hiring Committee for the position of Director of Economic Development. The Board passed a resolution supporting the recommendation of the Hiring Committee.

### **Resolutions**

1. 2019-018 - Moved by Wendy Whitwell, Seconded by Barb Belrose;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of October 21, 2019, as amended. Carried
2. 2019-019 - Moved by Wendy Whitwell, Seconded by Tim Bryson;  
Be it resolved that the Almaguin Community Economic Development Board approve a contribution of up to \$2,000 (based on need) as a "Supporter" of the Discovery Routes Mapping Project under the following conditions:
  - a) That the Villages of Almaguin, ACED and Almaguin in Motion logos be prominently displayed on the map;
  - b) That all known Almaguin trails (non-motorized) be presented;
  - c) That ACED has the opportunity to work with Discovery Routes to curate information. Carried

### **Resolutions cont'd**

3. 2019-020 - Moved by Joe Lumley, Seconded by Peter McIsaac;

Be it resolved that the Almaguin Community Economic Development Board approve the submission of an Explorer's Edge Partnership Fund application to support an Almaguin Snowmobiling content article. Furthermore, that ACED contribute up to \$2500 towards the project and that this contribution be conditional on the approval of the partnership fund application. Carried

4. 2019-21 - Moved by Wendy Whitwell, Seconded by Tim Bryson;  
Be it resolved that the Almaguin Community Economic Development Board supports the recommendation of the Hiring Committee and approve the hiring of Dave Gray as Director of Economic Development for the Almaguin Community Economic Development Department. Carried

#### Adjournment

The meeting was adjourned at 7:34 p.m.

The next meeting will be Monday December 16<sup>th</sup>, 2019 at the Strong Municipal Office.