

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

## **MINUTES February 10, 2020**

The meeting was held at the Strong Municipal Office on February 10, 2020 at 6:00 pm.

Present: Lewis Hodgson, Village of Burk's Falls (Chair)  
Kelly Elik, Township of Strong  
Melanie Alkins, MENDM  
Tim Bryson, Township of Joly  
Wendy Whitwell, Township of Armour  
Celia Finley, Township of Ryerson  
Jennifer Farquhar, AHCC Representative  
Margaret Ann McPhail, Township of Perry  
Barb Belrose, Village of Sundridge  
Peter Mclsaac, Municipality of Powassan

Regrets: Tim Brunton, Township of Magnetawan  
Brenda Scott, Village of South River  
Ron Begin, FedNor

Staff: Dave Gray, Director of Economic Development  
John Theriault, Township of Armour  
Courtney Metcalf, Economic Development Officer  
Nicky Kunkel, Village of Burk's Falls  
Nicole Gourlay, Municipality of Magnetawan

### **Call to Order**

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

### **Minutes**

That the minutes of Monday December 16, 2019 meeting were adopted as circulated.

### **Director of Economic Development 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 creating videos, a new "Shop in Almaguin" logo, media cover photos, facebook event and an email campaign.

## **Director of Economic Development Report cont'd**

The Board discussed the applications for grants, under the Digital Main Street Program, which have been declined and that the rules should be amended to take into account small rural municipalities. The Director of Economic Development will draft a resolution to support the re-evaluation of the eligibility criteria.

### **Asset Inventory**

Interviews with municipalities are ongoing, one municipality has chosen not to participate. The database continues to grow. We have had no response from real estate agents to help with this process.

### **Shop Local Campaign**

The campaign is complete. All businesses were included. It was a low-cost campaign done through social media and print advertising. Business participation was lower because there was no ownership of the program from the businesses.

### **Almaguin Harvest Spin**

Funding applications have been submitted to FedNor and NOHFC. A draft RFP for the event has been created. The site for the event has been booked. Interest has been shown for this event. The work on this event is going forward.

### **Discovery Routes Mapping Update**

The partnership with Discovery Routes has been finalized. The final map will be forwarded to the Board for review.

### **Explorer's Edge Content Marketing Update**

This project is going forward, but we will not be able to cover the whole region with the present budget. It is recommended to allocate more funds to this project. The Board passed a resolution approving an additional \$1,500 for this project.

## **New Business & Developments**

### **Regional Brand Strategy**

A phase one application to NOHFC has been submitted. As the administrative municipality, Armour Township will be considering a supporting resolution for this project at their next meeting.

### **Teeny Tiny Summit**

ACED has been offered the opportunity to submit an expression of interest to host this event for 2020. It is recommended that ACED submit an expression of interest for 2021 so that we have time to leverage the required funds for this event.

### **2020 Draft ACED Workplan**

The 2020 draft workplan has been updated to include the discussion at our last ACED Board meeting. The Board passed a resolution to approve the 2020 workplan.

## **New Business & Developments cont'd**

### 2019 Annual Report

The Board reviewed the 2019 Annual Report from the Director of Economic Development. Questions were asked and answered. The Board was pleased with the work that was done in a year when there were so many changes.

### 2020 Draft Budget

The Board reviewed the draft 2020 budget and discussed the request from the Director of Economic development to offer health benefits to the Marketing and Communications Officer. The Board passed two resolutions, one to support the inclusion of health benefits for the Marketing & Communications Officer in the 2020 budget and one to approve the 2020 budget and recommend its approval to all the ACED partners.

### Highway Signage Follow-Up

The Board discussed the offer from the Township of Strong to take over two Central Almaguin Economic development Highway 11 sign locations. The Board passed a resolution to accept to take over the signs and to pay the 5-year renewal fee.

### New Opportunity

The Director of Economic Development informed the Board that a developer is looking to find large tracks of land to use to grow CBD plants for market. They can do it two ways; one would be to purchase the land and grow the crops or they could lease the land and pay the owner for the use of the land. The DED will forward the information he has to the Board members.

## **Appointment of Chair and Vice-Chair**

Nomination were requested for the positions of Chair and Vice-Chair for the ACED Board. After nominations were brought forward and discussed the Board passed a resolution to appoint a new Chair and Vice-Chair for the ACED Board.

## **Updates**

The Board discussed the need to build up the Chamber of Commerce, Regional Transportation, Health Care, affordable housing and a better workforce. The Board is in favor of looking into these, but does not want to duplicate work done by other entities. The Economic Development Department will look to support these items where possible.

### NOHFC

NOHFC will do research for municipalities to find grants when the project does not fit into their grant programs. They will connect clients with funders. They will also act as the voice to the province for issues like transportation, housing, health, etc.

## **Other Business**

### **Forest Sector Strategy**

Tim Bryson made a presentation, as an independent business operator (apart from the ACED board), to the Board concerning the discussion, which is now taking place, on a forest sector strategy. He believes that municipalities have to do more to help the forestry industry, which in the end will help municipalities economically. The Director of Economic Development will work with Tim to create a report and a recommendation to be presented to the Board for their consideration.

## **Resolutions**

1. 2020-001 - Moved by Wendy Whitwell; Seconded by Kelly Elik;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of December 16,2019, as circulated. Carried
2. 2020-002 - Moved by Margaret Ann MacPhail; Seconded by Tim Bryson;  
Be it resolved that the Almaguin Community Economic Development Board approve an additional contribution of up to \$1,500 to support the Snowmobiling Content Marketing Partnership, if it is required. This additional contribution is strictly to cover any cost overruns that may be incurred throughout the project deployment. Carried
3. 2020-003 - Moved by Jennifer Farquhar; Seconded by Peter Mclsaac;  
Be it resolved that the Almaguin Community Economic Development Board accept the board members identified below, as elected by their fellow board members to serve in the Chair and Vice-Chair positions. Chair: Tim Bryson, Vice-Chair: Wendy Whitwell. Carried
4. 2020-004 - Moved by Kelly Elik; Seconded by Celia Finley;  
Be it resolved that the Almaguin Community Economic Development Board accept the 2020 ACED budget, as presented. Further, the ACED Board recommends that each member municipality and the Almaguin Highlands Chamber of Commerce accept the budget at their next regular meeting Council/Board meeting. Carried
5. 2020-005 - Moved by Peter Mclsaac; Seconded by Barb Belrose;  
Be it resolved that the Almaguin Community Economic Development Board accept the 2020 ACED Workplan as presented. Carried
6. 2020-006 - Moved by Wendy Whitwell; Seconded by Barb Belrose;  
Be it resolved that the Almaguin Community Economic Development Board accept the offer, from Strong Township, to assume ownership over the two Central Almaguin Economic Development Association Highway 11 sign locations. Further, ACED agrees to pay the 5-year renewal fee. Carried
7. 2020-007 - Moved by Wendy Whitwell; Seconded by Barb Belrose;  
Be it resolved that the Almaguin Community Economic Development Board accept the recommendation from the Director of Economic Development and include health benefits costs for the Communications and Marketing Officer in the 2020 ACED budget. Carried

Adjournment

The meeting was adjourned at 7:58 p.m.

The next meeting will be Monday March 16, 2020 at the Strong Municipal Office.