

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES July 20, 2020

A virtual meeting based at the Armour Municipal Office was held on July 20, 2020 at 6:00 pm.

Present: Tim Bryson, Township of Joly
Wendy Whitwell, Township of Armour
Kelly Elik, Township of Strong
Jennifer Farquhar, AHCC Representative
Brenda Scott, Village of South River
Margaret Ann MacPhail, Township of Perry
Lewis Hodgson, Village of Burk's Falls
Ron Begin, FedNor
Melanie Atkins, MENDM

Regrets: Tim Brunton, Municipality of Magnetawan
Barb Belrose, Village of Sundridge
Peter McIsaac, Municipality of Powassan
Penny Brandt, Township of Ryerson

Staff: Dave Gray, Director of Economic Development
Courtney Metcalfe, Economic Development Officer
John Theriault, Township of Armour
Nicky Kunkel, Village of Burk's Falls
Erin Murphy, Municipality of Magnetawan
Judy Kosowan, Township of Ryerson

Delegations:

Lance DeCaire, Chair, Parry Sound Muskoka Community Network
Stuart Morley, Executive Director, Parry Sound Muskoka Community Network

Call to Order

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

Minutes

That the minutes of Monday June 15, 2020 meeting were adopted, as amended.

Presentation

A presentation was made by Lance DeCaire, Chair and Stuart Morley, Executive Director of the Parry Sound Muskoka Community Network on the Parry Sound Riding Broadband Initiative. The presentation described the problems their organization and Blue Sky have had in securing funding for broadband projects. An outline of their project was given and what they hope the outcome will be. The presenters compared the internet to other infrastructure municipalities have to deal with and the fact that the same kind of funding should be made available for broadband access. Presentations will be sent to all municipalities asking for supporting resolutions and funding. They are hoping to send out the RFP for this project in September 2020. Questions were asked and answered. The Board thanked the presenters for the information and wished them luck in their endeavours.

Director of Economic Development (DED) Report

The ACED Board reviewed the July report from the Director of Economic Development, which included updates on core tracking activities, the work the Communication and Marketing Officer is doing, current files and projects and new business and development. The Economic Development Officer gave a verbal report on the work the department has been doing in helping businesses during the pandemic. Many area businesses are doing well including accommodations and some retail businesses. Food service businesses are the next to be contacted. Very few businesses have closed permanently, while some have indicated that their temporary closures may continue through the 2020 tourism season.

The Board discussed the Almaguin Brand Strategy Project. The Director of Economic Development is requesting that the Board establish a sub-committee to review the proposals received and make a recommendation to the Board. The Board passed a resolution creating the sub-committee and appointing members to it. The sub-committee will report to the Board at the August 17th, 2020 meeting.

The Board discussed the Almaguin Harvest Spin Event and the possibility of not being able to hold the event. Because we are now in stage 3 of the reopening of Ontario, with a maximum of 100 people are now allowed. If this remains, this event will not be able to be held as originally planned this year, but a smaller event could be held. If we hold the smaller event, we will not be able to use the monies from FedNor and NOHFC to fund it, but because the event would be reduced, the cost would also be reduced and we could fund it through the ACED budget. The Board passed a resolution to allocate \$5,000 from the budget for the reduced event pending the review and approval of a modified event plan at the August meeting.

Director of Economic Development (DED) Report cont'd

The Regional Recovery Task Force has been slow in moving forward. The Department is waiting to see who will make up the task force and has experienced some delays in receiving communications from some councils. They will move forward with the people who have put forward their interest in participating.

The Board was presented with a final version of the 2020 EDC budget, which includes each municipality's contribution, the separate budgets for each project which are known at this time and adjustments to the expenditures to balance the budget.

Updates

FedNor

Recovery has been the main focus of FedNor and they are helping businesses financially. Dollars have been available to help during the pandemic, but more are needed.

NOHFC

Applications have been coming in for help from NOHFC, they are being evaluated and decisions will be made in the near future. NOHFC is following industry updates during the pandemic.

Other Business

No other business was discussed

Resolutions

1. 2020-021 – Moved by Kelly Elik; Seconded by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of June 15th, 2020, as amended. Carried
2. 2020-022 – Moved by Wendy Whitwell; Seconded by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board establish an Almaguin Brand Strategy review sub-committee to review incoming proposals for the Almaguin Brand Strategy Project. The sub-committee will provide a recommendation to the Board at the August 17th, 2020 regular ACED meeting. The sub-committee will consist of Tim Bryson, Township of Joly, Margaret Ann MacPhail, Township of Perry and Wendy Whitwell, Township of Armour. Carried

Resolutions cont'd

3. 2020-023 – Moved by Jennifer Farquhar; Seconded by Lewis Hodgson;
WHEREAS the Almaguin Harvest Spin application to the NOHFC Events Partnership Program has not received a final decision;
AND WHEREAS the Ontario Cycling Association has not confirmed their position on sanctioning cycling events for the remainder of 2020;
AND WHEREAS the Government of Ontario has recently announced that the outdoor gathering limit has increased to 100 people;
AND WHEREAS multiple external factors may impede the possibility of hosting the Almaguin Harvest Spin as described in the FedNor and NOHFC funding applications;
AND WHEREAS an Almaguin Harvest Spin contingency event will help build an image and video database that can be used to promote a 2021 event;
NOW THEREFORE, be it resolved that the Almaguin Community Economic Development Board approve the allocation of up to \$5,000 to develop and implement a contingency Harvest Spin Cycling event. The \$5,000 contribution shall be contingent on the submission of a revised event plan and budget from the Director of Economic Development and approved by the ACED Board. Carried

Adjournment

4. 2020-024 – Moved by Jennifer Farquhar;
Be it resolved that the Almaguin Community Economic Development Board adjourn the July 20th, 2020 ACED meeting at 7:19 p.m. Carried

The next meeting will be August 17th, 2020 at 6:00 p.m. If this changes, members will be advised.