

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES February 25, 2021

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on February 25, 2021 at 6:00 pm.

Present: Tim Brunton, Municipality of Magnetawan, Chair
Bob MacPhail, Township of Armour
Kelly Elik, Township of Strong
Jennifer Farquhar, AHCC Representative
Barb Belrose, Village of Sundridge
Margaret Ann MacPhail, Township of Perry
Melanie Atkins, MENDM
Delynne Patterson, Township of Ryerson
Brenda Scott, Village of South River
Ron Begin, FedNor
John Wilson, Village of Burk's Falls

Regrets: Tim Bryson, Township of Joly
Wendy Whitwell, Township of Armour
Peter McIsaac, Municipality of Powassan

Staff: Dave Gray, Director of Economic Development
Ciara Stead, Communication & Marketing Officer
Jeannette Smith, Administrative Assistant
John Theriault, Township of Armour
Nicky Kunkel, Village of Burk's Falls

Guest: Karen Jones and Natasha Penn, Karen Jones Consulting

Call to Order

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

Presentation

Karen Jones and Natasha Penn from Karen Jones Consulting presented their final report on the Almaguin Brand Strategy Project. The strategy was developed using a grassroots approach focusing on primary and secondary methods including research, stakeholder consultation, data analysis, identification of priority areas and development of recommendations and actions. The report took into consideration all of the input the consultants received. The Board asked questions and discussed the report with the consultants. The Board passed a resolution approving the report.

Minutes

The minutes of the meeting of Monday, January 18, 2021 meeting were adopted, as circulated.

Director of Economic Development (DED) Report

The ACED Board reviewed the February report from the Director of Economic Development.

The Director covered the following items from the report;

1. An update on core activity tracking, which lists what the department has done over the past month. Some businesses are still going forward, but some are looking for help. ACED is doing its best to help where they can.
2. An update on the current files and projects which include the BR & E by industry, the digital main street program, business support events, partnerships with the Chamber of Commerce (new AHCC Welcome Wagon Program), Regional recreation support (Driftscape), Regional Brand Strategy Implementation, Agricultural strategy implementation, the Great Taste of Ontario Road Trip and the ACED participation in the Almaguin's health discussions.
3. The Board had a discussion on the Driftscape platform. Some members are looking for more information and some have been approached by other providers wanting us to look at their platforms, which they say provide the same service. Some of these are available locally. There will be a Regional Recreation Committee meeting on March 10, 2021 and they will be discussing this issue.
4. The Board reviewed a report from AMO on broadband connectivity. The report includes tangible steps and initiatives for councils to consider and implement to improve connectivity. The Board would like ACED to take a leadership role with the participating municipalities in implementing the components of the report.
5. The Board reviewed the draft Transportation Research summary. The report provides an overview of transportation sources, rural environmental case-studies and funding options.
6. The Board reviewed and discussed the Staycation proposal. The proposal features a combination of virtual and socially distanced activities that will alternate weekly between municipalities and activities that connect multiple municipalities. The program would be funded partly by ACED and would request a contribution from participating municipalities from their COVID-19 provincial funding.

2021 ACED Amended Budget

The Board received and reviewed the amended 2021 ACED budget. The budget now includes the projects for which ACED has applied for Federal funding. If the funding is not approved the projects will not go forward. The Board passed a resolution recommending the approval of the amended budget.

Updates

FedNor

No much has changed, last month before year end. Doing many amendments to accommodate programs that will not be able to be completed before March 31, 2021.

NOHFC

Dealing with year end. Wrapping up outstanding files, unprocessed applications and payments of grants. If anyone is interested in a presentation on what NOHFC does, please ask. New NOHFC program have been announced. Programs include the new internship program, a new program to help enhance infrastructure to support quality of life for residents and visitors and support for broadband improvements.

Other

ACED is looking promote women for National Woman's Day and is asking for nominations to recognized women who are doing things in their community

Resolutions

1. 2021-007 – Moved by Margaret Ann MacPhail; Seconded by Delynne Patterson;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of January 18, 2021, as circulated. Carried
2. 2021-008 – Moved by Kelly Elik; Seconded by John Wilson;
Be it resolved that the Almaguin Community Economic development Board has received, reviewed and approves the Final Almaguin Brand Strategy from Karen Jones Consulting and directs the Director of Economic Development to proceed with ongoing brand implementation efforts. Carried
3. 2021-010 – Moved by Kelly Elik; Seconded by Barb Belrose;
Be it resolved that the Almaguin Community Economic Development Board have reviewed and approve the amended 2021 ACED budget reflecting the addition of forecasted federal and provincial funding programs to support the implementation of the Almaguin Brand Strategy. Carried

Adjournment

4. 2020-009 – Moved by Margaret Ann MacPhail; Seconded by Delynne Patterson;

Be it resolved that the Almaguin Community Economic Development Board adjourn the February 25, 2021 ACED meeting at 7: p.m. Carried

The next meeting will be March 15, 2021 at 6:00 p.m. If this changes, members will be advised.