

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES March 15, 2021

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on March 15, 2021 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Tim Brunton, Municipality of Magnetawan
Wendy Whitwell, 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
Ron Begin, FedNor
John Wilson, Village of Burk's Falls
Peter McIsaac, Municipality of Powassan

Regrets: Brenda Scott, Village of South River

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

Call to Order

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

Minutes

The minutes of the meeting of Monday, February 25, 2021 meeting were adopted, as circulated.

Director of Economic Development (DED) Report

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

The Director's report covered the following items;

1. The Director wanted to give recognition to his team and the Chamber of Commerce for the work they did on International Women's Day and businesses who jumped on board with prizes. Forty-two nominees were received, which will be showcased on Facebook and newspaper ads throughout the next month.
2. An update on core activity tracking, which lists what the department has done over the past month. The update included that ACED has assisted in 2 start up files, 1 expansion file, 21 referrals to supportive programs, 3 COVID related assists, 5 digital main street interactions and 6 general assistance.
3. 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, regional recreation support, regional brand strategy implementation, agricultural strategy implementation, the Great Taste of Ontario Road Trip, the ACED participation in the Almaguin's health discussions and the healthy communities initiative.
4. Staff are working with Blue Sky Net to provide municipally specific overviews of broadband gaps. Staff will work with municipalities to review the Broadband Connectivity Road map and support any identified action that will encourage their readiness for infrastructure deployment. A new interactive tool will be available shortly which will show internet access for specific properties.
5. A company is presently looking in developing transportation options in our area. It is a promising lead which could bring shuttle service to run along Highway 11 and feeder busses to connect communities throughout the region.
6. The Board discussed the Staycation in Almaguin proposal, which is a proposal to partner with the Almaguin municipalities and businesses to bring itineraries and activities to Almaguin so that residents can find things to do in their area without having to travel during the COVID-19 pandemic. ACED staff presented the proposal, which has the support of the Almaguin Regional Recreation Committee. The Board passed a resolution supporting the proposal, recommending that all partner municipalities support the project with a monetary contribution and approved a \$2,000 contribution to this project.

Updates

FedNor

FedNor is conducting business as usual and is presently completing year end.

NOHFC

Much the same for NOHFC, completing year end. Fell free to contact if help is needed.

Resolutions

1. 2021-010 – Moved by Kelly Elik; Seconded by Barb Belrose;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of February 25, 2021, as circulated. Carried
2. 2021-011 – Moved by Wendy Whitwell; Seconded by Jennifer Farquhar;
Be it resolved that the Almaguin Community Economic Development Board has received, reviewed and supports the Staycation in Almaguin proposal and encourages all members to consider supporting the project with a \$1,9—financial contribution. Furthermore, the Board approves a \$2,000 contribution from the ACED budget to support the Staycation in Almaguin proposal. Carried

Adjournment

3. 2020-012 – Moved by Barb Belrose;
Be it resolved that the Almaguin Community Economic Development Board adjourn the March 15th, 2021 ACED meeting at 7:07 p.m. Carried

The next meeting will be April 19, 2021 at 6:00 p.m. If this changes, members will be advised.