

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

## **MINUTES September 27, 2021**

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on September 27, 2021 at 6:00 pm.

Present: Wendy Whitwell, Township of Armour, Chair  
Jennifer Farquhar, AHCC Representative  
Lyle Hall, Village of Sundridge  
Margaret Ann MacPhail, Township of Perry  
Ron Begin, FedNor  
Kelly Elik, Township of Strong  
Delynne Patterson, Township of Ryerson  
Peter McIsaac, Municipality of Powassan  
John Wilson, Village of Burk's Falls  
Melanie Alkins, MENDM  
Tim Brunton, Municipality of Magnetawan

Regrets: Tim Bryson, Township of Joly  
Brenda Scott, Village of South River

Staff: Dave Gray, Director of Economic Development  
John Theriault, Township of Armour  
Jeanette Smith, EDC Administrative Assistant

### **Call to Order**

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

### **Minutes**

The minutes of the meeting of Monday, August 16, 2021 meeting were adopted as circulated.

### **Director of Economic Development (DED) Report**

The ACED Board reviewed the September 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 two months. These included assistance to businesses, marketing, ACED website updates, social media activities and communications.

2. The report updated different projects:

- a) Community Development; two projects have been postponed because of staffing time constraints, participant interest and available space to hold a pilot program.
- b) Regional Recreation Support; Staycation has delivered 114 experiences to date and received an additional grant to fund their activities. A financial update on this project was presented to the Board.
- c) Regional Broadband Development; an email was received from Blue Sky outlining several concerns on how funding will be distributed and that smaller communities may not have a voice in the process.
- d) Transportation Development; there is presently a discussion on whether or not electrical school bus services would be beneficial to the Almaguin region. Discussion are also continuing to try and get a train stop in Almaguin if rail service is reinstated through our region.
- e) Regional Brand Strategy Implementation; A Regional Brand Coordinator has been hired and will start on October 4, 2021.
- f) Agricultural Strategy Implementation; a harvest newsletter will be digitally released before Thanksgiving and planning is beginning for the 2022 season.
- g) Great Taste of Ontario Road Trip; has resumed marketing with cautions for everyone to adhere to public health guidelines.
- h) Almaguin's Health Initiatives; communications remain open if the Almaguin Highlands Health Council needs assistance from ACED.
- i) Almaguin Highlands Secondary School Engagement; a study of youth outmigration has been completed and will be used to try and reattract youth who have left our area.
- j) Industrial Parks Development; Staff is working on completing two applications for funding to get services to two industrial parks.
- k) Development Partnerships; ACED staff is participating in discussions regarding a commercial/residential development opportunity in Strong Township. If the development is to go forward it will require some servicing partnerships between Strong Township and the Village of Sundridge.
- l) Staffing; the EDC Administrative Assistant is leaving, but has agreed to work part-time to help the returning Economic Development Officer get up to speed on various projects. The Communications and Marketing Officer's position will end at the end of September 2021 and the work attached to

this position will be redistributed to the Director of Economic Development and Economic Development Officer.

3. ACED Board Member Survey

In order to gain a deeper understanding of what board members want to see from ACED, staff has prepared a survey for board members. Board members are asked to complete and return the survey by Monday October 11, 2021.

4. 2020 Draft Budget

The Director of Economic Development advised the Board that he is presently working on the 2022 draft budget for economic development and that it would be presented to the Board at their next regular meeting. Anyone who wishes to have input into the budget, please contact the Director of Economic Development.

## **Updates**

### **FEDNOR**

The Board was advised that, at this time, there are no changes to FedNor's programs. FedNor will be reviewing the application they presently have and will be responding to them when the new cabinet is appointed. They are presently working on the reorganization of FedNor. The Board was reminded that September 30 is National Day for Truth and Reconciliation.

### **MENDM**

There are no changes to MENDM's programs. The competition for grants is extensive so if you are going to put in an application, make sure it is the best it can be. Still working from home, but they can now meet with clients. There is a new tourism recovery program coming on line. Information on this new program will be sent to municipalities.

## **Resolutions**

1. 2021-024 – Moved by Delynne Patterson; Seconded by Kelly Elik;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of August 16, 2021, as circulated. Carried

### **Adjournment**

2. 2020-25 – Moved by Delynne Patterson; Seconded by Margaret Ann MacPhail;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the September 27, 2021 ACED meeting at 6:31 p.m. Carried

The next meeting will be October 18, 2021 at 6:00 p.m. If this changes, members will be advised.