

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

## **MINUTES November 15, 2021**

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

Present: Wendy Whitwell, Township of Armour, Chair  
Anthony Rizzo, AHCC Representative  
Margaret Ann MacPhail, Township of Perry  
Ron Begin, FedNor  
Brenda Scott, Village of South River  
Kelly Elik, Township of Strong  
Delynne Patterson, Township of Ryerson  
John Wilson, Village of Burk's Falls  
Melanie Alkins, MNDMNRF  
Tim Brunton, Municipality of Magnetawan

Regrets: Tim Bryson, Township of Joly  
Jennifer Farquhar, AHCC Representative  
Lyle Hall, Village of Sundridge  
Peter McIsaac, Municipality of Powassan

Staff: Dave Gray, Director of Economic Development  
John Theriault, Township of Armour  
Ciara Ryan, Regional Brand Coordinator  
Nicole Gourlay, Municipality of Magnetawan

### **Call to Order**

The meeting was called to order at 6:01 pm.

### **Minutes**

The minutes of the meeting of Monday, October 18, 2021 meeting were adopted as amended.

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

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

## **Director of Economic Development (DED) Report cont'd**

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. These included assistance to businesses, marketing, ACED website updates, social media activities and communications.
2. The report updated different projects:
  - a) Community Organization G.R.O.; South River/Machar Agricultural Society has begun the program. Outreach to other organizations will resume through November and into the New Year.
  - b) Regional Recreation Support; The Staycation in Almaguin project was completed at the end of October 2021. Photos and videos of the region and various Staycation events will be available to regional stakeholders following their receipt.
  - c) Regional Brand Strategy Implementation: The Regional Brand Coordinator has reached out to municipalities to appoint one staff member to liaise for the program. The RBC is Developing and implementing a schedule for this program.
  - d) Commercial/Residential Development Partnership in Strong/Sundridge; The developer will provide more information to move this project forward.

### **2022 Draft Budget**

The Board reviewed an updated version of the 2022 draft budget.

### **New Business**

ACED has received and forwarded some training information regarding investment readiness for communities from MNDMNRF. The Director will be taking the training and is encouraging appropriate staff members from municipalities to take the training.

Science North has approached ACED for assistance with the Science North Roadshow which promotes homegrown tourism. ACED will assist. Any municipality interested in participating please contact the Director of Economic Development.

Explorer's Edge is planning to release Snowmobiling content from 2020 on the Almaguin Highlands Tourism website and Facebook.

ACED is gathering statistics from planning boards across the region to understand application activity over the last five years. This information could provide insight in to COVID related activity and growth in the region.

## **ACED Board member Survey**

Based on the responses received through the survey, the Director of Economic Development gave a presentation of the Why, When and How economic development planning has been accomplished in our region, what studies have been completed and implemented.

## **Post 2023 ACED Department Outlook and Funding**

The Board discussed how ACED could be funded after our grant is completed and which of the partners will still be interested in being involved with Regional Economic Development. This item will be added to all future agendas for further discussion.

## **Updates**

### **FEDNOR**

Still working from home. New Minister has been appointed. Reviewing the applications, they have received. Many grants available for tourism. Officers may be able to travel in December 2021.

### **MENDM**

Held a seminar for hiring employees to support employer which was well attended. Anyone wanting a transcript or recording of the event, please contact Melanie. Officers are working on a hybrid model between home and the office but are able to meet clients. Again, lots of interest in their programs. New resource development funding coming soon. Free tourism fall training available.

## **Resolutions**

1. 2021-028– Moved by Kelly Elik; Seconded by Delynne Patterson;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of October 18, 2021, as circulated. Carried

### **Adjournment**

2. 2020-029 – Moved by Brenda Scott;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the November 15, 2021 ACED meeting at 7:18 p.m. Carried

The next meeting will be December 13, 2021 at 6:00 p.m. If this changes, members will be advised.