

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES December 13, 2021

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on December 13, 2021 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Margaret Ann MacPhail, Township of Perry
Tim Brunton, Municipality of Magnetawan
Lyle Hall, Village of Sundridge
Kelly Elik, Township of Strong
Delynne Patterson, Township of Ryerson
John Wilson, Village of Burk's Falls
Melanie Alkins, MNDMNR

Regrets: Brenda Scott, Village of South River
Peter McIsaac, Municipality of Powassan
Jennifer Farquhar, AHCC Representative
Ron Begin, FedNor

Staff: Dave Gray, Director of Economic Development
John Theriault, Township of Armour
Ciara Ryan, Regional Brand Coordinator
Courtney Metcalf, Economic Development Officer

Call to Order

The meeting was called to order at 6:03 pm.

Minutes

The minutes of the meeting of Monday, November 15, 2021 meeting were adopted as circulated.

Director of Economic Development (DED) Report

The ACED Board reviewed the December 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 will focus on documenting and assessing the required skills for their volunteer/board position descriptions. ACED is reaching out to all agricultural societies in the region to work together on this project.
 - b) Regional Recreation Support; A final update on this program was given and the final reports for the grants have been filed.
 - c) Regional Brand Strategy Implementation: The Regional Brand Coordinator has been meeting with several organizations. The RFP for a new website has been issued and a recommendation for accepting a proposal will be coming to the next ACED meeting. The Regional Brand Coordinator has setup next steps for this project. The Board had a discussion on establishing unique value propositions and concise brand messaging for the three main brand targets of business, lifestyle and tourism.
 - d) Ag Strategy Implementation: The working group meeting was held and is going forward with strategy initiatives.
 - e) Highway 11 & 520 Industrial Parks Development; The Highway 11 Industrial park has been sold to two developers and we are still working on getting estimate for bringing services to the parks so that we can apply for grants.
 - f) The report also gave updates on investment readiness training, the Northern Ontario Roadshow, region wide planning statistics, the win this space program and the wrap-up Almaguin shop local awareness program.

ACED Board Member Survey

The Director gave a presentation on what Economic Development has done over the years and how some of the studies, which have been completed over the years, have been implemented. The presentation was tailored towards events and tourism initiatives.

Promo Videos

During the Staycation project we had a company recording the events. The company produced a number of videos which will be used to promote our area in the future. One of these videos was presented to the Board.

Correspondence from Ryerson Township

The Board reviewed a letter and resolution from the Township of Ryerson requesting that their contribution to ACED be reduced from \$10,000 to \$5,000 for 2022. The board discussed this request and felt that The Township of Ryerson entered into an agreement for ACED and they should follow it. The Director will send a letter to the Township of Ryerson explaining the Boards position. When a new agreement is negotiated new terms can be negotiated.

Post 2023 ACED Department Outlook and Funding

ACED Staff will continue to investigate funding options through the Federal and Provincial government to support operational costs passed 2022. The Board requested that staff prepare some options to be discussed on how the funding for ACED could look like in the future. The Board would like to be able to present an approved option to each of the contributing organizations.

Updates

MENDM

Still receiving applications, lot of interest in their programs. If you wish to apply, make sure the application is top notch. Will be reviewing application in January 2022. Will be on vacation for the last two weeks of December 2021.

Resolutions

1. 2021-030– Moved by Kelly Elik; Seconded by Wendy Whitwell;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of November 15, 2021, as circulated. Carried

Adjournment

2. 2020-031 – Moved by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board adjourn the December 13, 2021 ACED meeting at 7:39 p.m. Carried

The next meeting will be January 17, 2022 at 6:00 p.m. If this changes, members will be advised.