

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES June 20, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on June 20, 2022 at 6:04 pm.

Present: Wendy Whitwell, Township of Armour, Chair
Tim Bryson, Township of Joly
Lyle Hall, Village of Sundridge
Jennifer Farquhar, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Lyle Hall, Village of Sundridge
Kelly Elik, Township of Strong
Joseph Vella, Township of Ryerson
John Wilson, Village of Burk's Falls
Tim Brunton, Municipality of Magnetawan
Ron Begin, FedNor

Regrets: Brenda Scott, Village of South River
Trista Verbiwski, MNDMNRF
Peter McIsaac, Municipality of Powassan

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

Call to Order

The meeting was called to order at 6:04 pm.

Minutes

The minutes of the meeting of Monday, May 30, 2022, meeting were adopted as circulated.

Director of Economic Development (DED) Report

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 business assistance, marketing, ACED website updates, social media activities, and communications.

2. Some of the updates in the report included:

- a) 2022 BR&E Survey – Staff has been working on rebuilding the information lost last month. A few new interviews have been scheduled and completed.
- b) AHCC Partnerships – Both marketing mixer events were well attended and well received. A meeting will be held on June 21st, 2022 to discuss the Welcome Wagon program and other initiatives.
- c) Shop Local – Taste of Almaguin Bingo – ACED contacted local restaurants and food truck businesses and invited them to participate in the Taste of Almaguin Bingo. The Shop Local campaign will take place from July 1st until September 5th, 2022.
- d) Regional Recreation Support – ACED continues to work with the Village of Burk's Falls Recreation Coordinator on a Participaction program.
- e) Regional Brand Strategy Implementation – The Regional Brand Coordinator continues to work on the implementation. The website is coming along with content being uploaded. The Regional Brand Coordinator made a presentation on what the website will look like and how the contents will work. The new website should be launched before the end of July 2022.

Post 2023 ACED Department Outlook and Funding

The 2023 Funding Projection Information Package has been sent to all partners and is included in the agenda. ACED will be pursuing funding from the Federal and Provincial Governments to help alleviate the cost of economic development. ACED has received resolutions for continued support from the Village of South River and the Townships of Strong and Armour.

Other Business

The 2022 Tourism guide will be launched on June 30, 2022 at 5:30 p.m. at the Copperhead Distillery in Sundridge. Everyone is invited to attend the launch. Please RSVP if you plan on attending.

The Director of Economic Development was happy to announce that the program to help high school students start businesses in the summer has had some success. Students receive \$1,500 to start their business and another \$1,500 at the end.

Updates

FedNor

FedNor representatives can now travel. They have started meeting with clients and are working to help communities.

Resolutions

1. 2022-017 – Moved by Kelly Elik; Seconded by Joseph Vella;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of May 30, 2022, as circulated. Carried

Adjournment

2. 2022-018 – Moved by Tim Bryson; Seconded by Lyle Hall;
Be it resolved that the Almaguin Community Economic Development Board adjourn the June 22, 2022, ACED meeting at 6:51 p.m. Carried

The next meeting will be July 18, 2022, at 6:00 p.m. If this changes, members will be advised.