

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES July 18, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on July 18, 2022 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Jodi Armit, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Lyle Hall, Village of Sundridge
Joseph Vella, Township of Ryerson
John Wilson, Village of Burk's Falls
Tim Brunton, Municipality of Magnetawan
Brenda Scott, Village of South River
Trista Porter, MNDMNRF
Ron Begin, FedNor

Regrets: Kelly Elik, Township of Strong
Jennifer Farquhar, AHCC Representative
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 6:00 pm.

Minutes

The minutes of the meeting of Monday, June 20, 2022, meeting were adopted as amended.

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 – Outreach for the program has temporarily paused during peak tourism season. Staff are still promoting survey.
- b) AHCC Partnerships – Discussions have been held with the AHCC Board on how ACED can provide support with several upcoming initiatives. ACED is presently helping AHCC with the implementation of a Welcome Wagon program.
- c) Shop Local – Taste of Almaguin Bingo – 25 businesses are participating. Every restaurant business was given a chance to participate. Copies of the bingo cards were attached to the agenda package.
- d) Regional Recreation Support – The Participaction program led by the Village of Burk's Falls closed at the end of June. 141 users tracked their fitness. The Almaguin Region placed 18th provincially.
- e) AHSS Student Engagement – A final report on the 2022 longitudinal study and engagement efforts was attached to the agenda. Two students from AHSS are completing the Summer Company program with the Business Centre.
- f) Regional Brand Strategy Implementation – Staff are presently working on the directory and GPS coordinates for the website interactive map. The website is starting to come online with more information to be added. An RFP has been prepared to solicit photography and videography services.

Regional Brand Coordinator Position

The Regional Brand Coordinator has resigned from her full-time duties effective July 22, 2022. She will remain in the position on a part-time basis to help with the implementation of the Regional Brand Strategy as the schedule of her new role allows.

Post 2023 ACED Department Outlook and Funding

A revised Funding Projection Information Package was attached to the agenda. The update includes funding for two employees instead of three. So far, we have received support from 6 municipalities and the Chamber, while two municipalities will be withdrawing. ACED has received some correspondence from some businesses regarding the value of ACED.

The more municipalities we have supporting ACED, the more chance we will have of getting a second round of funding from FedNor. To help in this endeavor ACED staff and some members of the Board could go to each Council and educate the new members of the advantages of having ACED.

Updates

FedNor

Getting back in the community, looking at various projects, visiting some of the projects which have been done over the past two years. Does not want to give up on ACED, will work to help it continue.

NOHFC

New name for their ministry, the Ministry of Northern Development. Can now travel and have meetings. Visit the community and is available for consultations, Programs have not changed after the election.

Resolutions

1. 2022-019 – Moved by Wendy Whitwell; Seconded by Lyle Hall;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of June 20, 2022, as amended. Carried

Adjournment

2. 2022-020 – Moved by John Wilson;
Be it resolved that the Almaguin Community Economic Development Board adjourn the July 18, 2022, ACED meeting at 7:18 p.m. Carried

The next meeting will be August 15, 2022, at 6:00 p.m. If this changes, members will be advised.