

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES August 15, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on August 15, 2022 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Jennifer Farquhar, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Barb Belrose, Village of Sundridge
Joseph Vella, Township of Ryerson
John Wilson, Village of Burk's Falls
Brenda Scott, Village of South River
Ron Begin, FedNor

Regrets: Kelly Elik, Township of Strong
Peter McIsaac, Municipality of Powassan
Lyle Hall, Village of Sunridge
Tim Brunton, Municipality of Magnetawan
Trista Porter, MNDMNR

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, July 18, 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 – Scheduling interviews for September 2022. There have been 44 surveys completed to date.
- b) AHCC Partnerships – Discussing continuation of business mixer events into September 2022.
- c) Shop Local – Taste of Almaguin Bingo – Bingo will continue until September 5th, 2022. Seeing lots of interest from customers. 14 businesses have been featured on the Shop in Almaguin Facebook page.
- d) Regional Brand Strategy Implementation – The new website has been launched at the end of July. Municipalities have been requested to include a link to the new website on their websites and promote it on their Facebook page. Businesses were sent an email advising of the new website and forwarding them their profile. Some businesses have already requested an update of their profile, some have asked to be added to the directory and some have asked for events to be added.
- e) Billboards – The Regional Brand Coordinator is working on designs for the Highway 11 billboards. Two versions of the billboards were shared with the Board. The Board commented on the two versions. The revised drafts will be sent to the Board members for comments. Signs should be finalized and sent to the sign maker by September 1st, 2022.
- f) Photography and Videography – The RFP for photography and videography closed on August 12th, 2022. The Director of Economic Development gave a verbal report on the evaluation he did on the seven proposals he received for the Almaguin Photo and Video Services Contract. The Board discussed the results of the evaluation and passed a resolution approving that the Director's recommendation be forwarded to the Township of Armour for approval.
- g) Almaguin Marketing Partnership Program – Staff are working on program guidelines. The program will provide funds to incorporate the Almaguin Brand into new and existing marketing efforts. \$40,000 is available for this program.
- h) RED Gala – Initial planning has taken place. The gala will be scheduled for the 4th week of November 2022. Anticipated capacity will be 125 to 150 participants. A select number of spaces will be reserved for municipal representatives.

Regional Brand Coordinator Position

The Regional Brand Coordinator has been retained on a part-time capacity. She will work mostly remotely as her availability allows.

Post 2023 ACED Department Outlook and Funding

The report indicated that letters and resolutions of support have been received from 7 municipalities. The Director verbally reported that Ryerson Township had issued their resolution after the agenda package was released. Staff is working on an educating package about the benefits of ACED to be distributed to the surrounding municipalities to help support the continuation of ACED. All avenues will be used to promote ACED and assure it's continued success.

Request to change meeting night

The Director of Economic Development is asking if the Board would consider changing the meeting date from the third Monday of the month to the fourth Thursday of the month. If the change can be made he will be able to volunteer for Scouts Canada. The Board did not have a problem with this request.

Updates

FedNor

Traveling again. Monitoring projects around our communities. Wrapping up some projects and seeing results.

Resolutions

1. 2022-021 – Moved by Joseph Vella; Seconded by Wendy Whitwell;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of July 18, 2022, as circulated. Carried
2. 2022-022 – Moved by John Wilson; Seconded by Barb Belrose;
Be it resolved that the Almaguin Community Economic Development Board acknowledge that seven proposals were received for the Almaguin Photo and Video Services contract. Furthermore, that the Board approve that the Director of Economic Development review all proposals and provide his recommendation to the Council of the Township of Armour for final approval at their August 23rd, 2022 regular Council meeting. Carried

Adjournment

3. 2022-023 – Moved by Barb Belrose;
Be it resolved that the Almaguin Community Economic Development Board adjourn the August 15, 2022, ACED meeting at 6:45 p.m. Carried

The next meeting will be September 22, 2022, at 6:00 p.m. If this changes, members will be advised.