

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES December 22, 2022

A regular meeting of the ACED Board was held at the Township of Strong Office and virtually on December 22, 2022 at 6:01pm.

Present: Wendy Whitwell, Township of Armour, Chair
Jennifer Farquhar, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Chris Hope, Village of Burk's Falls
Dan Robertson, Township of Ryerson
Chris Nicholson, Township of Joly
Justine Levesque, Village of Sundridge
Brenda Scott, Village of South River

Regrets: Peter McIsaac, Municipality of Powassan
Tim Bryson, Township of Strong
Ron Begin, FedNor
Trista Porter, MND

Staff: Dave Gray, Director of Economic Development
Courtney Metcalf, Economic Development Officer
John Theriault, Township of Armour

Guest: Sheri Norman, AHCC

Call to Order

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

Minutes

The minutes of the meeting of Thursday October 27, 2022, meeting were adopted as circulated.

Round Table Introductions

Since a municipal election was held and new Council members were elected and then appointed to ACED, members of the ACED Board introduced themselves to each other.

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 – 68 visits have been completed. Staff has received several follow up requests from businesses. Project will continue in 2023.
 - b) Business Support Events – Supported Digital Mainstreet Event in South River. Coordinated venue and catered lunch. Approximately 20 businesses attended.
 - c) AHCC Partnerships – Presented ACED results and current projects to AHCC membership at their annual AGM.
 - d) Transportation – ACED staff has received support for Carpool Almaguin Campaign from 8 municipalities. Presently have 8 carpool sites, of which some need signage. Carpool lots have been added to the ExploreAlmaguin.ca map. Next steps, launch the new Carpool Almaguin webpage and start a social media campaign in 2023 at a cost of \$2,250.
 - e) Regional Brand Strategy Implementation – Improvements have been made to the website. Getting a quote to make several additions to the business directory. Received a final video cut of the fall content from 2022. Looking at scheduling winter business interviews and shooting winter content. Working with Discovery Routes Trails organization to develop an AMP Program application to support a revision/reprint of the popular Adventure Trails Map and to develop a product development initiative tied to the Voyageur Cycling Route.

Eight municipal partners have adopted the Almaguin brand by resolution. Five municipalities have not yet indicated a decision.
 - f) RED Gala –Event took place November 28, 2022. Well received, good attendance and we donated \$2,290.29 to the local food bank.
 - g) ACED Member recruitment & Awareness – Staff has approached two non-member municipalities and has begun establishing lines of communication. Both municipalities are looking to reboot economic development. Staff will be meeting with their Councils to and inviting them to one of our Board meetings.

2023 Budget and Work Plan

The draft 2023 ACED budget has been circulated with revised funding for 8 partners. The budget does not include any contributions from FedNor past the present grant or the inclusion of more partners. The Board discussed the concerns that some Councils have with the funding formula and how the Township of Joly pays only half of what the other partners pay. The Board will have this discussion when the present agreement is completed. The Board passed a resolution recommending the approval of the budget. The Board also passed a resolution approving the transfer of the 2022 surplus into a reserve for future operations.

The Board was advised that staff is presently working on the 2023 workplan which will be presented at our next meeting. The plan will include the work that staff is proposing be done in 2023.

Round Table Comments from Board Members

Members were advised that, attached to the agenda, are the ACED Terms of Reference. New members were requested to review them to understand what the Board does. If any member has any questions, please contact the Director of Economic Development.

The Board discussed what would happen to municipalities which do not help fund ACED when the FedNor funding runs out. Some members feel that if a municipality does not contribute to ACED, then ACED should not provide services to that municipality unless they are charged for them.

Staff advised the Board that they are presently working on organizing a meeting with all of the partner Councils. At the meeting staff would present a refresher to all participants on what ACED does and has done since its inception. Participants will also have the opportunity to bring up ideas and discuss concerns.

The Board was advised that the Province has announced the restart of the Northern rail line, which will include a stop in South River. The Village of South River will be receiving funding from the Province to upgrade their train station to be able to serve the users of the rail line.

Appointment of Chair and Vice Chair

The Board approved the appointment of Wendy Whitwell as Chair and Margaret Ann MacPhail as Vice-Chair for the ACED Board.

Resolutions

1. 2022-028 – Moved by Jennifer Farquhar; Seconded by Margaret Ann MacPhail; Be it resolved that the Almaguin Community Economic Development Board approve the minutes of October 27, 2022, as circulated. Carried

Resolutions cont'd

2. 2022-29 – Moved by Jennifer Farquhar; Seconded by Brenda Scott;
Be it resolved that the Almaguin Community Economic Development Board have received and reviewed the Draft 2023 ACED budget and Revised Funding Options Projections and recommends that it be reviewed and approved by all partners.
Carried

3. 2022-30 – Moved by Jennifer Farquhar; Seconded by Chris Nicholson;
WHEREAS a surplus is expected in the 2022 operating budget;
AND WHEREAS when the CIINO funding is depleted, the contribution of each partner will have to increase to cover the funds we no longer receive;
AND WHEREAS putting funds aside now will decrease the effect of receiving less funding or not receiving any funding in the future;
NOW THEREFORE be it resolved that the Almaguin Community Economic Development Board approves that any 2022 surplus funds remain as a surplus in the ACED books to be used to support future budgets. Carried

Adjournment

4. 2022-031 – Moved by Jennifer Farquhar; Seconded by Justine Levesque;
Be it resolved that the Almaguin Community Economic Development Board adjourn the December 22, 2022, ACED meeting at 7:33 p.m. Carried

The next meeting will be Thursday January 26, 2023, at 6:00 p.m. If this changes, members will be advised.