

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES April 19, 2021

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on April 19, 2021 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Jennifer Farquhar, AHCC Representative
Barb Belrose, Village of Sundridge
Margaret Ann MacPhail, Township of Perry
Melanie Atkins, MENDM
Delynne Patterson, Township of Ryerson
John Wilson, Village of Burk's Falls
Peter McIsaac, Municipality of Powassan

Regrets: Kelly Elik, Township of Strong
Brenda Scott, Village of South River
Ron Begin, FedNor
Tim Brunton, Municipality of Magnetawan

Staff: Dave Gray, Director of Economic Development
Ciara Stead, Communication & Marketing Officer
Jeannette Smith, Administrative Assistant
John Theriault, Township of Armour
Nicky Kunkel, Village of Burk's Falls

Guest: Rod Ward, Chair Almaguin Highlands Health Council

Call to Order

The meeting was called to order at 6:00 pm.

Delegation

Rod Ward, Chair of the Almaguin Highlands Health Council (AHC), gave the Board a history of the Council. The Council is comprised of 10 municipalities and was established in 2011 in response to health services being cut in our region affecting the Almaguin Highlands Health Centre in Burk's Falls. The Council is presently working on an Ontario Health Team (OHT) application; getting high speed internet throughout the Almaguin Highlands; attracting and retaining healthcare professionals and coordinating healthcare services to serve the entire region. The Council reports that the OHT application is in progress and has been approved for the "In Discovery" phase of the application process. The Council primary focus is to bring excellent patient care to the area.

Minutes

The minutes of the meeting of Monday, March 25, 2021 meeting were adopted, as circulated.

Director of Economic Development (DED) Report

The ACED Board reviewed the April report from the Director of Economic Development.

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 working on the Staycation project and the Agricultural Strategy Partnership.
2. An update on the digital main street program. OBIAA is presently working on a third season for the Digital Main Street Program. Some businesses still had some problems during season two getting a grant for the work they are doing. Feedback was forwarded to OBIAA to try and correct this problem for season three.
3. The work being done to support businesses including the Ontario Small Business Support grant, the Almaguin Virtual Job Fair, partnerships with the Almaguin Chamber of Commerce and the AHSS Student Engagement project,
4. An update on the Staycation Almaguin Program which is moving forward and is applying for funding from different sources. An application has also been prepared for the "Reconnect Festival and Event Program". This program supports innovative programming and marketing for festivals and events.
5. All municipalities were reminded to assist the Township of Strong in their application for a grant to create a walkway between Strong and Sundridge.
6. The COVID-19 Technology Adaptation Fund is now accepting applications. This fund is to help businesses acquire digital technology and e-business and marketing solutions.
7. ACED is participating in a transportation needs assessment survey for our area.
8. ACED is moving forward with the implementation of the Agricultural and Culinary Stakeholder Engagement Strategy.
9. 15 featured stops in our region have been included in the maps for the Great Taste of Ontario Road Trip.
10. ACED is participating in the planning of the Community Safety and Well-Being Plan requested by the Province. ACED is also providing administrative support to the Almaguin Highlands Health Committee and their Almaguin Highlands Ontario Health Team application.

Director of Economic Development (DED) Report cont'd

11. NOHFC has announced that the grant for the internship of the Communication and Marketing Officer has been reinstated for the second year. ACED has applied for it and has registered the Communications and Marketing Officer for the year 2 of the EDAC program.

Discovery Routes Proposal and Request for Support

Discovery Routes is requesting a partnership with ACED for developing more saleable trail-based tourism experiences. The Board reviewed the proposal and after some discussion passed a resolution to support the proposal with a \$2,000 contribution.

Updates

NOHFC

Applications are still being accepted for different grant programs. NOHFC supported over 50 businesses during the pandemic. There was a good uptake from businesses in our area. Over \$856,000 in grants was distributed supporting 695 jobs.

Resolutions

1. 2021-013 – Moved by Barb Belrose; Seconded by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of March 15, 2021, as circulated. Carried
2. 2021-0014 – Moved by Jennifer Farquhar; Seconded by Wendy Whitwell;
Be it resolved that the Almaguin Community Economic Development Board has received, reviewed and approves the 2021 Discover Our Routes proposal from Discovery Routes and approves a \$2,000 partnership contribution to support the project. Carried

Adjournment

3. 2020-15 – Moved by Jennifer Farquhar; Seconded by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board adjourn the April 19, 2021 ACED meeting at 7:27 p.m. Carried

The next meeting will be May 17, 2021 at 6:00 p.m. If this changes, members will be advised.