

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES October 18, 2021

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on October 18, 2021 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Jennifer Farquhar, AHCC Representative
Lyle Hall, Village of Sundridge
Margaret Ann MacPhail, Township of Perry
Ron Begin, FedNor
Brenda Scott, Village of South River
Kelly Elik, Township of Strong
Delynn Patterson, Township of Ryerson
Jarvis Osborne, Village of Burk's Falls
Melanie Alkins, MENDM
Tim Brunton, Municipality of Magnetawan

Regrets: Peter McIsaac, Municipality of Powassan
John Wilson, Village of Burk's Falls

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

Call to Order

The meeting was called to order at 6:02 pm.

Minutes

The minutes of the meeting of Monday, September 27, 2021 meeting were adopted as circulated.

Director of Economic Development (DED) Report

The ACED Board reviewed the October 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 assistance to businesses, marketing, ACED website updates, social media activities and communications.

2. The report updated different projects:

- a) Community Organization G.R.O.; two community organizations want to participate in this program.
- b) Regional Recreation Support; Staycation has delivered 120 experiences to date. A financial update on this project was presented to the Board. This program will be complete by October 31, 2021.
- c) Regional Brand Strategy Implementation; Regional Brand Coordinator started on October 4, 2021 and is working on the brand strategy recommendations to create an implementation timeline.
- d) Commercial/Residential Development Partnership in Strong/Sundridge; a roundtable meeting was held to discuss a potential sewer service extension into Strong to support a commercial/residential project.

ACED Board Member Survey

The Director of Economic Development reviewed the results received for the ACED Board Member survey. The survey will remain open as one or two members have not completed it. Overall, the survey raised some concerns with how ACED is being viewed. The final analysis of the survey will be brought back to the Board for discussion.

2022 Draft Budget

The Board reviewed the proposed 2022 draft ACED budget. The contributions from each municipality will remain the same, except for the Municipality of Magnetawan who have capped their contribution at \$30,000. There is very little leeway in this budget to start any new projects.

Updates

FEDNOR

Presently waiting for a new cabinet to be appointed to start making decisions on applications received. Reviewing applications received before the Federal Election. Working on the creation of FedNor as a separate agency from the Federal Government.

MENDM

Starting November 1, 2021 employees will partly return to working in the office based on a hybrid model. They are now meeting face to face with clients. Again, there is a lot of competition for funding so if you are writing a new application, make sure it covers all of what they are asking for. There are new funds available for tourism businesses who have been significantly affected by the pandemic.

Other Business:

The Director of Economic Development requested that Board members and their Council reach out to him if they had anything they would like included in the 2022 Economic Development Work Plan. Additionally, if anyone has any feedback or concerns they would like addressed, please contact the Director of Economic Development.

Resolutions

1. 2021-026 – Moved by Margaret Ann MacPhail; Seconded by Kelly Elik;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of September 27, 2021, as circulated. Carried

Adjournment

2. 2020-027 – Moved by Brenda Scott;
Be it resolved that the Almaguin Community Economic Development Board adjourn the October 18, 2021 ACED meeting at 7:00 p.m. Carried

The next meeting will be November 15, 2021 at 6:00 p.m. If this changes, members will be advised.