

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES January 17, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on January 17, 2022 at 6:00 pm.

Present: Wendy Whitwell, Township of Armour, Chair
Margaret Ann MacPhail, Township of Perry
Tim Brunton, Municipality of Magnetawan
Lyle Hall, Village of Sundridge
Kelly Elik, Township of Strong
Delynne Patterson, Township of Ryerson
Joseph Vella, Township of Ryerson
John Wilson, Village of Burk's Falls
Melanie Alkins, MNDMNR
Ron Begin, FedNor
Peter McIsaac, Municipality of Powassan
Brenda Scott, Village of South River

Regrets: Tim Bryson, Township of Joly
Jennifer Farquhar, AHCC Representative

Staff: Dave Gray, Director of Economic Development
John Theriault, Township of Armour
Ciara Ryan, Regional Brand Coordinator
Courtney Metcalf, Economic Development Officer
Nicole Gourlay, Municipality of Magnetawan

Call to Order

The meeting was called to order at 6:05 pm.

Minutes

The minutes of the meeting of Monday, December 13, 2021 meeting were adopted as amended.

Director of Economic Development (DED) Report

The Director of Economic Development discussed changing the reporting period for the monthly reports to based on a calendar month. The Board did not have any objections to the change.

2022 Workplan

The Director of Economic Development advised the Board that he would be sending out the 2022 workplan by the end of the week. He is asking all Board members to review the plan and advise of any concerns or proposed changes so these can be discussed at the February meeting.

One concern raised was the increase in the cost of housing in our region and the impacts of housing market activity on communities. It was expressed that councils and ACED should seek to analyze and understand these impacts and identify ways to address opportunities and possible threats (EG. impacts to emergency services).

Regional Brand Strategy Implementation

The Director of Economic Development and the Regional Brand Coordinator presented a staff report and an evaluation chart on the results of the Request for Proposals (RFP) ACED solicited to provide web development services to create a regional website. The Board discussed the results and passed a resolution recommending that the proposal from 9 Lives Design be accepted.

2021 Annual Report

The ACED Board reviewed and discussed the 2021 Annual Report presented by the Director of Economic Development.

The report summarized all the activities of the Economic Development Department for 2021. Highlights included:

1. Activities intended to support businesses in any capacity, including, but not limited to, business start ups, business expansions, general business support, online presence building, networking, and business site selection.
2. Activities that support community and recreation-based organizations and supporting community and recreation-based projects undertaken by municipalities where efforts benefit multiple partners.
3. Activities that are intended to increase the region's ability to attract investment of any kind. Typically, capacity building initiatives provide less immediately tangible results, however, in many cases they provide a foundation for future activities or growth.
4. Activities intended to market or promote any aspect of the region.
5. Activities geared to draw enhanced attention to regional features and assets.

The report highlighted the fact that some of the items in the 2021 workplan could not be completed because COVID-19 required that some of the priorities for projects change. The 2022 workplan should include some of these items. Board members commented that the report was very informative.

Post 2023 ACED Department Outlook and Funding

The Board inquired when the different funding options for ACED would be presented. The Director of Economic Development advised that these should be ready for the next ACED meeting.

Updates

FedNor

Ron Begin commented that the ACED 2021 Annual Report was very well done and contained a lot of information relevant to the work that was done. He wondered how much more ACED could do to help businesses. He gave credit to ACED for the fact that if they were not there, the region could have lost a lot more than it did because of COVID-19.

He advised that intake of applications has slowed down. Tourism programs are still available. There is still a challenge dealing with COVID-19 and he appreciated the discussion that the Board had on helping the region.

MENDM

Melanie Alkins commented that the 2021 Annual Report was well done. If anyone has outstanding applications, please send them in as soon as possible. Funding for internships is available and these can help with staff shortages. The reconnect program has received new funding and applications can be presented for evaluation. There is a \$10,000 grant available at this time for businesses to help cope with the COVID-19 shutdown.

Resolutions

1. 2022-001– Moved by Kelly Elik; Seconded by Delynne Patterson;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of December 13th, 2021, as circulated. Carried
2. 2022-002 – Moved by Lyle Hall; Seconded by John Wilson;
Be it resolved that the Almaguin Community Economic development Board have received and reviewed the Almaguin Regional Website Services staff report and recommend that the Township of Armour award the service contract to 9 Lives Design at the cost of \$12,000 plus HST.

Adjournment

3. 2022-003 – Moved by Peter Mclsaac;
Be it resolved that the Almaguin Community Economic Development Board adjourn the January 17th, 2022 ACED meeting at 7:29 p.m. Carried

The next meeting will be February 28, 2022 at 6:00 p.m. If this change, members will be advised.