

# **ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)**

## **MINUTES February 28, 2022**

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on February 28, 2022 at 6:00 pm.

Present: Wendy Whitwell, Township of Armour, Chair  
Tim Bryson, Township of Joly  
Jennifer Farquhar, AHCC Representative  
Margaret Ann MacPhail, Township of Perry  
Lyle Hall, Village of Sundridge  
Kelly Elik, Township of Strong  
Joseph Vella, Township of Ryerson  
John Wilson, Village of Burk's Falls  
Peter McIsaac, Municipality of Powassan  
Melanie Alkins, MNDMNR  
Ron Begin, FedNor

Regrets: Brenda Scott, Village of South River  
Tim Brunton, Municipality of Magnetawan

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

### **Call to Order**

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

### **Minutes**

The minutes of the meeting of Monday, January 17, 2022 meeting were adopted as circulated.

### **ACED Workplan and 2022 Draft Budget**

The ACED Board reviewed and discussed the 2022 ACED workplan and the 2022 draft budget. The workplan includes all of the work that the department is hoping to accomplish in 2022 and the budget includes the cost of running the department in 2022. Items were discussed and a resolution was passed recommending the approval of the workplan and the budget by the partners.

## **ACED 2021 Projected Surplus**

The Director of Economic Development gave an update on the projected surplus ACED will have for 2021. The Director explained that the surplus is not due to an overpayment from the partners, but from being able to secure grants to support salaries and certain projects and from the Implementation of the Brand Strategy starting later than anticipated. As in the previous year, the Director is recommending that this surplus be set aside to help fund ACED in the future. The Board passed a resolution approving the transfer of the 2021 surplus into the ACED accumulated surplus.

## **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 assistance to businesses, marketing, ACED website updates, social media activities, and communications.
2. Some of the updates in the report included:
  - a) 2022 BR&E Survey: The Board reviewed a copy of the survey and the explanation that accompanied the survey. The purpose of the survey was discussed.
  - b) AHCC Partnerships: ACED is working with AHCC to launch the second annual Influential Women of Almaguin Initiative.
  - c) Community Organization G.R.O.: ACED is reaching out to all agricultural societies in the region to work together on this project.
  - d) Regional Recreation Support: Staff is helping with the regional photography database as well as promoting winter activities.
  - e) Municipal Engagement: ACED staff is looking at supporting projects in the region. A survey has been sent out on what projects are being done in 2022 and from the results staff will be able to see what they can do to help.
  - f) Regional Brand Strategy Implementation: The new website is being worked on and input has been requested from stakeholders.
  - g) Tourism Promotion: Staff received a proposal from the PARC Association requesting the use of the ACED two Highway 11 billboards. A Memorandum of Understanding between ACED and the PARC Association was presented to the Board for their review along with a resolution to approve the partnership. The Board passed a resolution directing staff not to proceed with the partnership and to have regional signs created once the new Almaguin website is launched.

- h) Highway 11 & 520 Industrial Parks Development: Two applications for funding to install services at the Highway 520 and 11 industrial parks have been presented to FedNor and NOHFC.
- i) The report also gave updates on the commercial/residential development partnership in Strong/Sundridge, the Northern Ontario Roadshow and region wide planning statistics.

### **Post 2023 ACED Department Outlook and Funding**

The Township of Armour Clerk-Treasurer/Administrator presented a report to the Board outlining potential funding options and their shared costs to the partners. The Board discussed the report and the options included. The Board requested that staff prepare an information package outlining what benefits economic development has been to the region and what it could do in the future. This package would help support the request for higher contributions from the partners in 2023. The Board also requested that more funding options be explored.

### **Updates**

#### **FedNor**

Presently working on their year-end. Demand for grants is high and the Federal Government has made many funding commitments. They are presently implementing 4 to 5-year plans. The FedNor Director general is retiring as of March 4, 2022. We wish him a great retirement and thank him for the work he has done.

#### **MENDM**

Still working from home. Programs are at full speed to move applications before everything stop for the Provincial election. The NORDS program has gone ahead and many of our communities have received funding from it.

### **Resolutions**

1. 2022-004– Moved by Kelly Elik; Seconded by Margaret Ann MacPhail;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of January 17, 2022, as circulated. Carried
2. 2022-005 – Moved by John Wilson; Seconded by Margaret Ann MacPhail;  
Be it resolved that the Almaguin Community Economic Development Board have reviewed the 2022 ACED Budget and Workplan and recommend that all ACED Members approve the budget and the workplan as presented. carried
3. 2022-006 – Moved by Peter Mclsaac; Seconded by Jennifer Farquhar;  
**WHEREAS** a surplus is expected in the 2021 operating budget due to project related grant funding approved throughout the year;  
**AND WHEREAS** when the CIINO funding is depleted in 2023, 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 2021 surplus funds remain as a surplus in the ACED books to be used to support future strategic initiatives or to subsidize contributions from the partners when the CIINO grant is depleted. Carried

4. 2022-007 – Moved by Kelly Elik; Seconded by John Wilson;  
Be it resolved that the Almaguin Community Economic Development Board accept the proposal from the PARC Association regarding the use of the Highway 11 signage locations for a period of two years and under the terms set out in the Memorandum of Understanding (MOU). Further, the Board directs the Director of Economic Development to forward the MOU to the PARC Association for signing. Defeated
5. 2022-008 – Moved by Lyle Hall; Seconded by Joseph Vella;  
Be it resolved that the Almaguin Community Economic Development Board amend the 2022 budget to include \$5,000 to design and install billboard signs on Highway 11 to promote the new ACED website and the new brand strategy. Furthermore, that this project be funded through the ACED surplus.

#### Adjournment

6. 2022-009 – Moved by Jennifer Farquhar; Seconded by Kelly Elik;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the February 28, 2022 ACED meeting at 7:47 p.m. Carried

The next meeting will be March 21, 2022 at 6:00 p.m. If this change, members will be advised.