

# ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

## MINUTES September 22, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on September 22, 2022 at 6:00 pm.

Present: Wendy Whitwell, Township of Armour  
Dulcie Pascoe, AHCC Representative  
Margaret Ann MacPhail, Township of Perry  
Lyle Hall, Village of Sunridge  
Joseph Vella, Township of Ryerson  
Kelly Elik, Township of Strong  
Ron Begin, FedNor

Regrets: Brenda Scott, Village of South River  
John Wilson, Village of Burk's Falls  
Jennifer Farquhar, AHCC Representative  
Tim Bryson, Township of Joly, Chair  
Peter McIsaac, Municipality of Powassan  
Trista Porter, MNDMNRF

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

Guest: Justine Levesque

### **Call to Order**

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

### **Minutes**

The minutes of the meeting of Monday, August 15, 2022, meeting were adopted as circulated.

### **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 – Resumed business outreach efforts and scheduling for the Fall. 60 surveys have been completed with others scheduled for upcoming weeks.
- b) AHCC Partnerships – Attended September Chamber meeting to discuss support opportunities. The AHCC is financially supporting the RED Gala and interested in taking part in the G.R.O. Program. ACED will help with upcoming Business After-Hours Networking event.
- c) Transportation – ACED looking into re-launching Carpool Almaguin, which will include redoing the signage and using various social media platforms to promote the program. ACED is looking into using a specific app to find rides or to share rides for people who want to carpool.
- d) Shop Local – Taste of Almaguin Bingo – Bingo has wrapped up for the summer season. Participation was not as good as expected, but the remaining gift cards donated by businesses will be used to further increase their social media presence.
- e) Agricultural Strategy Implementation – A dedicated agri-food/food tourism page has been created on the Explore Almaguin website. The Ag Working Group has been contacted for feedback on hosting an Agricultural Summit.
- f) Regional Brand Strategy Implementation – New website has been receiving excellent feedback and businesses have been receptive to add images and descriptions to amplify their profiles on the directory. Several pages have been added to the website to improve its reach. Presently working to troubleshoot issues with Google Analytics.

The new Explore Almaguin billboards have been approved and will be installed when ready. The photography and videography contract has been awarded and a preliminary meeting has been scheduled to start this project.

The Almaguin Marketing Partnership program has been revised and all municipalities and ACED partners are encouraged to consider the program for any eligible project activities.

A request was sent to all ACED partners to adopt the Almaguin Brand by resolution. To date six partners have passed resolution approving the brand.

- g) RED Gala – Planning for the Gala is underway. Event is tentatively set for November 22, 2022. Presently looking to book speakers. Caterers have been booked. Spaces will be set aside for municipal representatives. The Board discussed the possibility of having business success stories at the gala instead of a speaker or have both. Staff will look into this proposal.

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

ACED has received 3 support letters/testimonials from local businesses and are waiting for others. Letters will be shared with municipalities and could be used for new funding applications. Support has been received from 7 municipalities for the 2023 budget projection. The Chamber will be meeting in September to consider their support. ACED staff is presently creating an overview of what they do and how they benefit the area. More work is being done to help keep and add to the support ACED presently has.

### **Updates**

#### **FedNor**

Travelling again, catching up with funding that was approved and the people who received it. Have heard many success stories. Money will become tight after this. Fed Nor will fall back on what they use to fund, before the pandemic. Municipalities will still have priority to be funded. Economic Development and tourism will be at the forefront of funding opportunities.

### **Resolutions**

1. 2022-024 – Moved by Margaret Ann MacPhail; Seconded by Joseph Vella;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of August 15, 2022, as circulated. Carried

#### **Adjournment**

2. 2022-025 – Moved by Kelly Elik; Seconded by Dulcie Pascoe;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the September 22, 2022, ACED meeting at 7:09 p.m. Carried

The next meeting will be Thursday October 27, 2022, at 6:00 p.m. If this changes, members will be advised.