

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES October 27, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on October 27, 2022 at 6:01pm.

Present: Wendy Whitwell, Township of Armour, Chair
Tim Bryson, Township of Joly
Jennifer Farquhar, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Kelly Elik, Township of Strong
John Wilson, Village of Burk's Falls
Joseph Vella, Township of Ryerson
Ron Begin, FedNor
Trista Porter, MND

Regrets: Lyle Hall, Village of Sunridge
Peter McIsaac, Municipality of Powassan
Brenda Scott, Village of South River

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

Guest: Justine Levesque

Call to Order

The meeting was called to order at 6:01 pm.

Minutes

The minutes of the meeting of Thursday September 22, 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 – Survey appointments are booked and phone outreach is ongoing. Interviewing is expected to continue into 2023.
- b) AHCC Partnerships – Working with AHCC to work through the G.R.O. program. Attended and supported the October 18, 2022 AHCC Business After-Hours event. Approximately 30 businesses were in attendance. AHCC will hold their AGM on November 9, 2022.
- c) Transportation – Sent out a staff report on the Carpool Almaguin Campaign to all partners. Waiting for confirmation from municipalities that wish to participate.
- d) Regional Brand Strategy Implementation – Explore Almaguin website continues to be advertised and updated regularly. Google Analytics is now up and running. The website seems to be well used.

The new Explore Almaguin billboards have been installed on the highway.

Patrick Gilbert Photography has started his contract with ACED. Some autumn photography and videography has been done. Moving forward ACED staff will be working with the contractor to plan business interviews and winter content.

The Almaguin Marketing Partnership Program has been distributed to municipalities with a recommendation to review any upcoming marketing projects and consider how this program could be used to enhance them. ACED staff is preparing a list of key items to consider for municipal webpages that relate to regional tourism and economic development.

Eight municipal partners have adopted the Almaguin brand by resolution. Five municipalities have not yet indicated a decision.

- e) RED Gala – Planning for the Gala is continuing. Event has been rescheduled to November 28, 2022 to accommodate a new speaker and will be held at the Sundridge arena. Partnerships, Perseverance and Prosperity is the theme for the Gala.
- f) Hollywood North Studio Launch – On Sunday October 30, 2022 between 1 and 4 pm, Hollywood North Studios will be announcing the commencement of their studio development phase. Board members are encouraged to attend.

2023 Budget and Work Plan

ACED staff are in the process of preparing the 2023 budget and work plan to be presented at the November 2022 ACED meeting. If any Board member has any items they would like added to the budget, please contact the DoED.

The Director of Economic Development showed the Board a first draft of one of the videos which is being produced to promote the region.

Updates

FedNor

FedNor has a new president. She has First Nations connections. Lots of projects coming in and being discussed. Claims are coming in with some discrepancies which need to be corrected.

Economic Development in the region started many years ago and it may be a good idea to bring some of the original people who started economic development and thank them for the work they did which led to the creation of ACED.

MND

Many new projects coming in and nice to be able to meet people again. Programs are on hold for now, but some announcements will be coming in the future. One business in the area has been putting out information on the North and it may be a good idea to connect with this business and see if any connections can be made.

Kelly Elik thanked staff and the Board for the good work done and for working with all of the municipalities on economic development.

The Director of Economic development thanked Kelly Elik and Joseph Vella for the work they did on the Board and the support they showed for ACED.

Resolutions

1. 2022-026 – Moved by Margaret Ann MacPhail; Seconded by Kelly Elik;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of September 22, 2022, as circulated. Carried

Adjournment

2. 2022-027 – Moved by Jennifer Farquhar; Seconded by Tim Bryson;
Be it resolved that the Almaguin Community Economic Development Board adjourn the October 27, 2022, ACED meeting at 6:53 p.m. Carried

The next meeting will be Thursday November 24, 2022, at 6:00 p.m. If this changes, members will be advised.