

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES April 27, 2023

A regular meeting of the ACED Board was held at the Township of Strong Office and virtually on April 27, 2023 at 6:00pm.

Present: Wendy Whitwell, Township of Armour, Chair
Sheri Norman, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Dan Robertson, Township of Ryerson
Chris Nicholson, Township of Joly
Justine Leveque, Village of Sundridge
Brenda Scott, Village of South River
Tim Bryson, Township of Strong
Ron Begin, FedNor

Regrets: Jennifer Farquhar, AHCC Representative
Chris Hope, Village of Burk's Falls
Trista Porter, MND

Staff: Dave Gray, Director of Economic Development
Courtney Metcalf, Economic Development Officer

Guests: Rod Ward, Township of Armour
Luke Preston, RTO12

Call to Order

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

Minutes

The minutes of the meeting of Thursday March 23, 2023 meeting were adopted as circulated.

Round Table Introductions

New members and guests at the table were introduced.

Director's 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) BR&E Survey – Five more surveys have been completed. Project will move forward as time allows.
 - b) Business Support Events – The AHCC Business After Hours event was held on March 29, 2023. ACED provided marketing support and a cash contribution. Presently preparing to organize an employer workshop in late May.
 - c) AHCC Partnerships – The EDO and the DoED have each written an article for the AHCC Community Guide. Staff continue to support Community Guide enhancements through the Brand Strategy.
 - d) Municipal Support – Staff is helping with a funding application for a local lake association. Staff made a presentation to the Council of McMurrich/Monteith and will provide a presentation to the Council of the Town of Kearney. Staff was contacted to help with the potential start up of a food cycling initiative.
 - e) Long Term Housing – ACED has not yet received the resources offered by Prince Edward County.
 - f) Transportation – Most signs for Carpool Almaguin have been installed. When all the signs are installed, staff will start promoting the program. The Burk's Falls bus service is requesting financial help from surrounding municipalities so the service can continue. The Village cannot sustain this service by themselves.

Discussion on the Burk's Falls bus occurred, and the Board requested more information on ridership, costs versus return, and additional financial costs to municipalities before supporting a resolution.
A secondary solution of private contracting through existing bus line companies to service the area was also suggested.
 - g) AHSS Student Engagement – Staff has made presentations to 9 classes alongside The Business Centre to promote The Summer Company Program (SCP) and the Longitudinal Student Survey. 2 students from AHSS have applied to the program and 3 others are showing interest.

- h) Brand Strategy Implementation – Photography and Videography contract is moving forward. Staff have received the first installment of still images and are working on processing them. Staff have met with the KJCO team and are providing preliminary information. ACED has received 1000 maps of the area and will be distributing them to our partners so they can be used.
- i) AG Strategy Implementation – Staff sponsored and attended the Farm to Fork Agriculture Event, which was attended by both vendors and attendees. Staff promoted AHCC and the Community Guide ads. Participants requested that farmland mapping and signage be available to make farms more accessible to the public.
- j) Internship Application – The application for funding of an intern has not yet been approved, but staff has posted the position and held interviews. If and when the funding application is approved, staff will be ready to hire the intern.

Round Table Comments from Board Members

No comments at this time.

Updates

FedNor- It will be a lean year as they move towards the new budget.

Discussed initiative of collaboration between West Parry Sound and Almaguin Highlands. The initiative is about highlighting programs, events and businesses in each area, and sharing information.

Resolutions

1. 2023-12 – Moved by Margaret Ann MacPhail; Seconded by Justine Leveque;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of March 23, 2023, as circulated. Carried
2. 2023-13 – Moved by Margaret Ann MacPhail; Seconded by Tim Bryson;
Be it resolved that the Almaguin Community Economic Development Board have received and reviewed the February 2023 Burk's Falls Bus Service Report provided by the Village of Burk's Falls. Furthermore, the Board encourages that Almaguin Councils consider participating in planning discussions to support the exploration of expanding community bus services into other Almaguin communities. Carried

Adjournment

3. 2023-14 – Moved by Justine Leveque; Seconded by Sheri Norman;

Be it resolved that the Almaguin Community Economic Development Board adjourn the April 27, 2023, ACED meeting at 6:55 p.m. Carried

The next meeting will be Thursday May 25, 2023, at 6:00 p.m. If this changes, members will be advised.