

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

## **MINUTES August 17, 2020**

A virtual meeting based at the Armour Municipal Office was held on August 17, 2020 at 6:00 pm.

- Present:** Tim Bryson, Township of Joly  
Wendy Whitwell, Township of Armour  
Kelly Elik, Township of Strong  
Jennifer Farquhar, AHCC Representative  
Barb Belrose, Village of Sundridge  
Joe Lumley, Township of Perry  
Tim Brunton, Municipality of Magnetawan  
Melanie Atkins, MENDM  
Delynne Patterson, Township of Ryerson
- Regrets:** Peter Mclsaac, Municipality of Powassan  
Brenda Scott, Village of South River  
Lewis Hodgson, Village of Burk's Falls  
Ron Begin, FedNor  
Margaret Ann MacPhail, Township of Perry
- Staff:** Dave Gray, Director of Economic Development  
Courtney Metcalfe, Economic Development Officer  
John Theriault, Township of Armour  
Erin Murphy, Municipality of Magnetawan  
Judy Kosowan, Township of Ryerson

### **Call to Order**

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

### **Minutes**

That the minutes of Monday July 20, 2020 meeting were adopted, as amended.

### **Introductions**

Delynne Patterson, Councillor for the Township of Ryerson was introduced to the Board as the new representative of the Township of Ryerson. Barbara Marlow, Councillor for the Township of Ryerson, will be the alternate.

## **Director of Economic Development (DED) Report**

The ACED Board reviewed the August report from the Director of Economic Development, which includes updates on core tracking activities, the work the Communication and Marketing Officer is doing, current files and projects and new business and development.

The Board discussed the report from the review sub-committee for the Almaguin Highlands Brand Strategy RFP. The sub-committee is recommending that the Board send the proposal from Karen Jones Consulting to the Township of Armour for approval. The Board passed a resolution supporting the recommendation of the sub-committee.

The Board discussed the Almaguin Harvest Spin Event. It has been determined that hosting a quality and safe event will not be feasible in 2020. Therefore, the Director of Economic Development is recommending building capacity for 2021 through photography, regional cycling product awareness and contact building and is requesting the Board approve a \$2,500 budget for accomplish this. The Board passed a resolution supporting the Director's recommendation.

The micro grant programs, funded by a grant from NECO, have gone very well and the funds are being approved to be paid. We may have a deficit of \$450 when the program is completed.

The Board discussed a report prepared by the Culinary Tourism Alliance concerning the Culinary Tourism COVID-19 Recovery Program, which includes "The Great Taste of Ontario Road Trip" which will contribute to the well-being and economic recovery of Ontario. The Board agreed that this was a worthwhile project and passed a resolution to partner with the Culinary Tourism Alliance and other stakeholders and contribute to this project.

### **Updates**

#### **NOHFC**

Still working from home and not allowed to travel. New applications will be accepted over the next few months. Province is helping sport organizations reopen safely. Funding is being offered to help deal with COVID-19.

### **Other Business**

#### **Muskoka - Parry Sound Riding Cooperative Broadband Initiative**

The Board discussed the staff report from the Director of Economic Development on the possibility of creating a steering committee to develop a Regional Broadband Strategy for our area. This is another way of helping our area secure good broadband services. The Board passed a resolution supporting, in principle, this initiative.

## Resolutions

1. 2020-025 – Moved by Tim Brunton; Seconded by Wendy Whitwell;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of July 20<sup>th</sup>, 2020, as circulated. Carried
2. 2020-026 – Moved by Kelly Elik; Seconded by Barbara Belrose;  
**WHEREAS** the Almaguin Brand Strategy Proposal Review Sub Committee have reviewed all incoming proposals for the Almaguin Brand Strategy Project and provided a summary report of their considerations;  
**NOW THEREFORE** be it resolved that the Almaguin Community Economic Development Board accept the sub-committee's recommendation to award the project to Karen Jones Consulting for the proposed amount of \$33,900. The ACED Board recommend that the Armour Township Council proceed with hiring Karan Jones Consulting for the project. Carried
3. 2020-027 – Moved by Joe Lumley; Seconded by Jennifer Farquhar;  
**WHEREAS** the Almaguin Harvest Spin Event Team has determined that hosting a quality and safe Almaguin Harvest Spin Event on September 26<sup>th</sup>, will not be feasible;  
**AND WHEREAS** the Event Team has considered the Fall 2020 season as an opportunity to build capacity for a 2021 event through photography, regional cycling product awareness and contact building;  
**NOW THEREFORE** be it resolved that the Almaguin Community Economic Development Board approve of ACED Staff developing and promoting the Almaguin Harvest Spin Event Series. The Board further approve the draft budget of up to \$2,500 to be used towards marketing and rider engagement activities. Carried
4. 2020-028 – Moved by Wendy Whitwell; Seconded by Joe Lumley;  
Be it resolved that the Almaguin Community Economic Development Board agree to partner with the Culinary Tourism Alliance and other provincial stakeholders to promote agricultural, culinary and tourism product in the Almaguin Region. The ACED Board agrees to contribute \$2,000 + HST and staff time, as required, to support the program. Carried
5. 2020-030 – Moved by Jennifer Farquhar; Seconded by Tim Brunton;  
**WHEREAS** the Almaguin Community Economic Development Board (ACED) understands the Federal priority of ensuring broadband access to 95% of all homes by 2026 & 100% of homes in 2030 and the Province of Ontario's priority of supporting infrastructure development projects through the recently announced Improving Connectivity in Ontario Program;  
**AND WHEREAS** ACED recognizes that there are homes and/or businesses in the municipality that do not have access to affordable, reliable and adequate broadband internet that meets national standard of at least 50mbps download and 10mbps upload;

**AND WHEREAS** ACED acknowledges the availability of reliable broadband internet services to all residents and businesses throughout the municipality as critical to economic growth, social prosperity and community well-being;

**AND WHEREAS** ACED acknowledges recent pressures imposed by the COVID-19 pandemic on local governments to advocate for improved broadband service availability and improvement to support functions such as: working from home, e-learning from home, remote and virtual health care service delivery and increased demand for in-home entertainment;

**AND WHEREAS** ACED is aware of the development of a Muskoka - Parry Sound Riding Cooperative Broadband Initiative focused on developing a model for a collective, multi-regional strategy for creating and deploying broadband to all residents throughout both districts;

**AND WHEREAS** ACED recognizes that this initiative relies on the partnership efforts of all affected municipalities, the West Parry Sound SMART Community Network, Blue Sky Net, health agencies, education boards, DSSABs, economic development organizations and other supportive partners and/or agencies;

**NOW THEREFORE** be it resolved that the ACED hereby declares their support, in principle, for the Muskoka - Parry Sound Riding Cooperative Broadband Initiative to develop and implement a riding wide strategy to ensure the availability of reliable broadband services to all residents within Muskoka and Parry Sound Districts. Further, ACED hereby appoints Dave Gray, Director of Economic Development as the ACED representative to participate in monthly update meetings. Carried

#### Adjournment

6. 2020-029 – Moved by Barbara Belrose;

Be it resolved that the Almaguin Community Economic Development Board adjourn the August 17<sup>th</sup>, 2020 ACED meeting at 6:41 p.m. Carried

The next meeting will be September 21<sup>st</sup>, 2020 at 6:00 p.m. If this changes, members will be advised.