

**ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT  
(ACED)**

**MINUTES  
January 18, 2021**

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on January 18, 2021 at 6:00 pm.

**Present:**

Tim Bryson, Township of Joly, Chair  
Wendy Whitwell, Township of Armour  
Kelly Elik, Township of Strong  
Jennifer Farquhar, AHCC Representative  
Barb Belrose, Village of Sundridge  
Margaret Ann MacPhail, Township of Perry  
Melanie Atkins, MENDM  
Delynne Patterson, Township of Ryerson  
Brenda Scott, Village of South River  
Ron Begin, FedNor  
Tim Brunton, Municipality of Magnetawan  
John Wilson, Village of Burk's Falls  
Peter Mclsaac, Municipality of Powassan

**Regrets:** None

**Staff:** Dave Gray, Director of Economic Development  
Ciara Stead, Communication & Marketing Officer  
Jeannette Smith, Administrative Assistant  
John Theriault, Township of Armour  
Nicky Kunkel, Village of Burk's Falls

**Guest:** Marcia Nykamp, Driftscape

**Call to Order**

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

**Minutes**

The minutes of the meeting of Monday, December 7, 2020 meeting were adopted, as circulated.

## **Delegation**

Marcia Nykamp, from Driftscape, gave a presentation on the Driftscape destination exploration application and its potential to support tourism in the Almaguin Region. The presentation included how the app works and the cost of using it. The Almaguin Regional Recreation Committee is investigating opportunities for regional representation in a partnership to deploy Driftscape to promote events and points of interest.

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

The ACED Board reviewed the January report from the Director of Economic Development.

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.
2. An update on the Communications and Marketing Officer's work.
3. An update on the Micro Grant Programs, which provided funding to businesses to offset COVID-19 expenditures. The program helped 23 participants.
4. An update on the Regional Brand Strategy. The Board discussed the proposed logo for the strategy and what should be included on it. The discussion centered around whether we keep "Villages of Almaguin" or just "Almaguin". The comments received will be forwarded to the consultant.
5. The Board was apprised of two funding applications, which are ready to be sent out, to fund the implementation of the Regional Brand Strategy. The Board passed resolutions supporting two funding applications to help defray the cost of the implementation of the Regional Brand Strategy.
6. An update on the Digital Main Street program for which the application period has been extended to January 31, 2021.
7. An update on the work done to offset the COVID-19 restrictions implemented by the Province last week.
8. An update on the hiring of an Administrative Assistant for ACED. Jeanette Smith was introduced to the Board.
9. An update on the Snowmobiling Promotion Partnership. The program is ready to roll, but the Health Unit has closed the snowmobile trails as of January 21, 2021.
10. The report also introduced the Ghost Gravel Event, which is a gravel based cycling event proposed for August of 2021. The event will appeal to gravel and mountain bike enthusiasts.

## 2021 Work plan & 2020 Annual Report

The Board reviewed and discussed the proposed 2021 work plan and the 2020 annual report. After some discussion, the Board passed resolutions approving the reports and recommending they be forwarded to each partner's Council or Board.

### Updates

#### FedNor

Because of COVID-19 restrictions, FedNor will not be approving any marketing funding at this time. The priority right now is to try helping businesses which are having financial problems because of COVID-19.

#### NOHFC

Delays in launching new programs. Trying to help businesses which are having financial programs because of COVID-19. Some programs are still open, send in funding applications. Province is looking for input on their 2021 budget.

### Appointment of the 2021 ACED Chair and Vice Chair

The Director asked for nominations for the positions of Chair and Vice-Chair for the ACED Board. Tim Bryson was nominated for Chair and Wendy Whitwell was nominated for Vice-Chair. Both accepted the positions.

### Resolutions

1. 2021-001 – Moved by Delynne Patterson; Seconded by Barb Belrose;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of December 7, 2020, as circulated. Carried
2. 2021-0020 – Moved by Barb Belrose; Seconded by Wendy Whitwell;  
**WHEREAS** the Almaguin Community Economic Development Board is committed to the implementation of the Almaguin Regional Brand Strategy and has approved contributions from the 2021 ACED budget to support associated activities;  
**NOW THEREFORE** the Almaguin Community Economic Development Board supports the Almaguin Brand Strategy Implementation Project and the application to the Northern Ontario Development Program offered through FedNor. Furthermore, the Board supports the Township of Armour as the lead applicant on behalf of the 10-member municipalities of ACED and the Almaguin Highlands Chamber of Commerce. Carried

3. 2021-03 – Moved by Delynne Patterson; Seconded by Barb Belrose;  
**WHEREAS** the Almaguin Community Economic Development Board is committed to the implementation of the Almaguin Regional Brand Strategy and has approved contributions from the 2021 ACED budget to support associated activities;  
**NOW THEREFORE** the Almaguin Community Economic Development Board supports the Almaguin Brand Strategy Implementation Project and the application to the Rural Economic development Fund offered through the Ministry of Agriculture, Food and Rural Affairs. Furthermore, the Board supports the Township of Armour as the lead applicant on behalf of the 10-member municipalities of ACED and the Almaguin Highlands Chamber of Commerce. Carried
4. 2021-04 – Moved by Kelly Elik; Seconded by: Barb Belrose;  
Be it resolved the Almaguin Community Economic Development Board have received and reviewed the 2020 ACED Annual Report. The Board approves the report and recommends that it be added to upcoming Council/Board meetings of ACED partners.
5. 2021-05 – Moved by Jennifer Farquhar; Seconded by Margaret Ann MacPhail;  
Be it resolved the Almaguin Community Economic Development Board have received and reviewed the 2021 ACED Work plan. The Board approves the work plan and recommends that it be added to upcoming Council/Board meetings of ACED partners.

#### Adjournment

6. 2020-06 – Moved by Barb Belrose;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the January 18, 2021 ACED meeting at 7:51 p.m. Carried

The next meeting will be February 25, 2021 at 6:00 p.m. If this changes, members will be advised.