

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

## **MINUTES August 16, 2021**

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on August 16, 2021 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair  
Wendy Whitwell, Township of Armour  
Jennifer Farquhar, AHCC Representative  
Lyle Hall, Village of Sundridge  
Margaret Ann MacPhail, Township of Perry  
Ron Begin, FedNor  
Kelly Elik, Township of Strong  
Delynne Patterson, Township of Ryerson  
Peter McIsaac, Municipality of Powassan  
Brenda Scott, Village of South River

Regrets: Melanie Alkins, MENDM  
John Wilson, Village of Burk's Falls  
Tim Brunton, Municipality of Magnetawan

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

### **Call to Order**

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

### **Minutes**

The minutes of the meeting of Monday, June 21, 2021 meeting were adopted as circulated.

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

The ACED Board reviewed the August 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 two months. These included marketing, ACED website updates, social media activities, communications and business assistance.
2. The report updated different projects, including the Digital main Street, Almaguin Highlands Chamber of Commerce Partnerships, Community Development, Community Improvement Grants, the Grand Reopening for Volunteering, Regional Recreation Support, Regional Brand Development, Transportation Development, Regional Brand Strategy Implementation, Agricultural Strategy Implementation, Great taste of Ontario Road trip, Participation in Almaguin's Health Initiatives, AHSS Engagement and Highway 520 and 11 Industrial Parks Development.
3. Digital Main Street is starting a third round, but because of other projects, ACED will not be able to take advantage of the new program. Therefore, ACED is supporting the Nipissing Parry Sound Business Centre Digital Main Street Service Squad application which can be used by our businesses to access the new Digital Main Street Program.
4. The Director discussed the Community Development project advising that staff had met with different municipalities to discuss five main topics which are included in the 2021 workplan. The project is moving forward.
5. ACED staff have helped in grant application for three grants for community improvements in Armour, Strong and Perry. The applications are presently being evaluated.
6. The Board reviewed and discussed the draft Community Organization GRO overview for volunteer recruitment. The Board had no concerns with the plan.
7. The Director gave a detailed update on the work that has been done with the Staycation Project. At the time of writing the report, eighty-four events have been held attracting 5,934 participants. Approximately \$11,600 has been spent on producing these events. As the Province reopens, more of these events will be held until the funding for this project expires.
8. The Director reviewed and discussed the results of the Parry Sound District Transportation Survey. The survey did not support public transportation in our region.
9. The second grant for the Regional Brand Strategy Implementation Project has been approved by FedNor. A regional Brand Coordinator position will be advertised and when the position is filled the implementation will begin.
10. ACED staff has been helping in submitting two applications for funding to bring services to the Highway 520 and Highway 11 Industrial Parks. Both applications are now going to Phase 2 and we are confident they will be approved. If they are approved, they will be bringing new commercial development to our area.

## Correspondence

The Board discussed the resolution received from the Municipality of Magnetawan advising they were withdrawing from ACED. The Board passed a resolution requesting that the Municipality of Magnetawan respect the engagement they made with ACED.

## Updates

### FEDNOR

Following the discussion about the withdrawal of Magnetawan from ACED, Ron Begin advised the Board that because of the regional aspect of ACED, he was able to get more funding than usual for economic development in our region, he urged the members to stay the course and make ACED a success to help the region go forward.

The Federal Government has declared an election. Therefore, all approvals for new funding will wait until the new government is in place. During the campaign FedNor will review all the applications they presently have and be ready to make decisions. There are presently programs to help tourism recover from the pandemic.

## Resolutions

1. 2021-021 – Moved by Kelly Elik; Seconded by Jennifer Farquhar;  
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of June 21, 2021, as circulated. Carried
2. 2021-022 – Moved by Wendy Whitwell; Seconded by Margaret Ann MacPhail;  
**WHEREAS** on June 9, 2021, the Municipality of Magnetawan forwarded a resolution to the Administering Municipality advising they were giving one (1) year notice that they were withdrawing from the Almaguin Community Economic Development Agreement;  
**AND WHEREAS** the Almaguin Community Economic Development Agreement, article 2 states that the agreement will expire when the CIINO grant for regional economic development expires;  
**AND WHEREAS** on June 10, 2021, the Municipality of Magnetawan was advised, by the Administering Municipality, that based on the present forecast the Almaguin Community Economic Development Agreement will only expire at the end of September 2023;  
**NOW THEREFORE** be it resolved that the Almaguin Community Economic Development Board acknowledges the resolution from the Municipality of Magnetawan, but requests that the Municipality of Magnetawan respect the engagement they made through the Almaguin Community Economic Development Agreement and continue to be part of the Almaguin Community Economic Development Board until the CIINO grant expires. Carried

### Adjournment

3. 2020-23 – Moved by Brenda Scott;  
Be it resolved that the Almaguin Community Economic Development Board adjourn the August 16, 2021 ACED meeting at 7:13 p.m. Carried

The next meeting will be September 27, 2021 at 6:00 p.m. If this changes, members will be advised.