

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES March 21, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on March 21, 2022 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Jennifer Farquhar, AHCC Representative
Margaret Ann MacPhail, Township of Perry
Lyle Hall, Village of Sundridge
Kelly Elik, Township of Strong
Joseph Vella, Township of Ryerson
John Wilson, Village of Burk's Falls
Tim Brunton, Municipality of Magnetawan
Brenda Scott, Village of South River
Peter McIsaac, Municipality of Powassan
Ron Begin, FedNor

Regrets: Melanie Alkins, MNDMNR

Staff: Dave Gray, Director of Economic Development
John Theriault, Township of Armour
Courtney Metcalf, Economic Development Officer
Ciara Ryan, Regional Brand Coordinator

Call to Order

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

Minutes

The minutes of the meeting of Monday, February 28, 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 assistance to businesses, marketing, ACED website updates, social media activities and communications.

2. Some of the updates in the report included:

- a) 2022 BR&E Survey – The survey was launched during the week of March 14, 2022. ACED staff have begun booking on-site interviews.
- b) AHCC Partnerships – ACED in partnership with AHCC launched the International Women’s Day Campaign.
- c) Burk’s Falls Win This Space program – ACED staff are helping plan the Win This Space Gala. The Director will MC the gala which will be held on March 31, 2022.
- d) G.R.O program – 25 organizations were contacted, to date 2 have met with ACED staff and 2 have expressed interest.
- e) Regional Recreation Support – Staff helped plan the Science North Roadshow events schedule throughout March Break week.
- f) Municipal Engagement – This project is nearing completion. Two meeting remain in March. Several projects in specific municipalities have been identified for support.
- g) Tourism Promotion – ACED will be moving forward with the use of existing sign boards in alignment with the regional website launch.
- h) Regional Brand Strategy Implementation – Work is advancing on the new website. Presently collecting content for the website.

Post 2023 ACED Department Outlook and Funding

Several different options for 2023 funding were presented and discussed by the Board. A resolution was passed requesting that staff create an information package to be sent to the partners to support investing in ACED in the future.

A recorded vote took place to determine the funding solution that will be included in the information package.

Mixed Funding Formula: Wendy Whitwell, Margaret Ann MacPhail, Lyle Hall, Kelly Elik, Joseph Vella, John Wilson, Brenda Scott, Tim Bryson

Abstained from Vote: Tim Brunton, Jennifer Farquhar

Absent During Voting: Peter Mclsaac

Updates

FedNor

Currently working on year-end. Reports are being finalized from projects last year.

Resolutions

1. 2022-010– Moved by Wendy Whitwell; Seconded by Margaret Ann MacPhail;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of February 28, 2022, as circulated. Carried
2. 2022-011 – Moved by Brenda Scott; Seconded by John Wilson;
Be it resolved that the Almaguin Community Economic Development Board have received and reviewed the 2023 funding options. Further, the Board directs staff to create an information package including the selected funding options, ACED services overview and other supportive information and provide it to all partners for their consideration at their next Council or Board meeting(s). Carried

Adjournment

3. 2022-012 – Moved by Lyle Hall
Be it resolved that the Almaguin Community Economic Development Board adjourn the March 21, 2022, ACED meeting at 7:42 p.m. Carried

The next meeting will be April 25, 2022, at 6:00 p.m. If this changes, members will be advised.