

ALMAGUIN COMMUNITY ECONOMIC DEVELOPMENT (ACED)

MINUTES APRIL 25, 2022

A regular meeting of the ACED Board was held at the Township of Armour Office and virtually on April 25, 2022 at 6:00 pm.

Present: Tim Bryson, Township of Joly, Chair
Wendy Whitwell, Township of Armour
Dulcie Pascoe, 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
Ron Begin, FedNor
Melanie Alkins, MNDMNRF
Trista Verbiwski, MNDMNRF

Regrets: Jennifer Farquhar, AHCC Representative
Peter McIsaac, Municipality of Powassan
Brenda Scott, Village of South River

Staff: Dave Gray, Director of Economic Development
John Theriault, Township of Armour
Courtney Metcalf, Economic Development Officer

Call to Order

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

Minutes

The minutes of the meeting of Monday, March 21, 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 – ACED staff conducted 28 interviews and have 2 more scheduled. This project is progressing. Early results show that COVID-19 hit some businesses hard, while others thrived.
- b) AHCC Partnerships – An article was written about International Women’s Day. ACED is continuing with daily posts to feature all women who were nominated.
- c) Burk’s Falls Win This Space program – Gala was held on March 31st, 2022. ACED welcomes two new businesses.
- d) G.R.O program – Due to the limited response to this program, the Director of Economic development will be making a presentation on volunteering at the District 11 Agricultural Society Spring Meeting.
- e) Regional Recreation Support – ACED is looking into a partnership to promote recreation and physical activity with the Canada’s Most Active Community program.
- f) AHSS Student Engagement – ACED, in partnership with The Business Centre, presented the Summer Company Program and the Longitudinal Student Survey to secondary school students.
- g) Regional Brand Strategy Implementation – Work is moving along steadily on this project.
- h) Tourism Promotion – ACED has signed up for the South River Outdoors Sportsman Show to be held in May. This is an opportunity to promote our area.

Post 2023 ACED Department Outlook and Funding

The Board discussed what should be included in the report which would help convince the partners to continue funding ACED. There is a lot of work to do to convince our area municipalities to invest in ACED. The Board discussed the possibility of getting businesses involved in showcasing what having economic development representatives supporting them has done for their businesses since it’s inception.

Updates

FedNor

Year-end has been completed. The past year went well with many grants being approved. Lots of activity predicted for 2022-23, but this should slow down in 2023-24. COVID-19 produced many grant approvals to help economic development. Would like to thank Melanie Alkins for the work she has done helping the area and wish her the best in her new position.

NOHFC

Tonight is Melanie Alkins' last meeting. She is moving to a new position. Trista will be our new advisor. Melanie will stay in touch to help her get acclimated. Melanie thanked everyone for their support and urged all partners to keep supporting ACED. Because of the provincial election, no grants will be approved after May 2, 2022 until the new government is in place.

Resolutions

1. 2022-013 – Moved by Margaret Ann McPhail; Seconded by Kelly Elik;
Be it resolved that the Almaguin Community Economic Development Board approve the minutes of March 21, 2022, as circulated. Carried

Adjournment

2. 2022-014 – Moved by Wendy Whitwell;
Be it resolved that the Almaguin Community Economic Development Board adjourn the April 25, 2022, ACED meeting at 7:05 p.m. Carried

The next meeting will be May 30, 2022, at 6:00 p.m. If this changes, members will be advised.