

**BURKS FALLS AND AREA COMMUNITY ECONOMIC DEVELOPMENT
COMMITTEE (BACED)**

MINUTES

MARCH 14, 2016

The regular meeting of the Burks Falls and Area Community Economic Development Committee (BACED) was held at the Burk's Falls Municipal Office on Monday March 14, 2016 at 6:00 p.m.

In attendance: Dave Gray; Tom Tota; Councillor Rosalind Hall; Councillor Rod Blakelock; Councillor Lewis Hodgson; Randy Cox; Dennis Sabourin; Judy Kosowan.

Regrets: Willy Hollett, Wendy Whitwell; Nicky Kunkel.

Guests: Jason Tereszko, Northern Nerds; Reanda Doornink and Tiffany Elliot.

Dave Gray called the meeting to order at 6:00 p.m.

MINUTES

Moved by Randy Cox seconded by Rosalind Hall, be it resolved that the BACED Committee accept the minutes from the regular meeting February 8, 2016. (Carried)

PRESENTATION

Reanda Doornink and Tiffany Elliot from the East Parry Sound Literacy Council attended to present information on the services the Literacy Council provides. The key points in the printed information package provided were highlighted. Their contract has been renewed however their budget is only \$162,000. for three sites and four staff.

The two main gaps in skills that have been identified are lack of basic math skills and digital communications in the use of computers and smart phones.

Dave Gray reported that relating to those two identified gaps, the statistics from the Business Retention and Expansion Program (BR & E) are indicating that a resonating gap is lack of basic math skills. The statistics will be made public at Showcase Almaguin June 11, 2016, and will be made available to the East Parry Sound Literacy Council.

Ms. Doornink asked if the BACED Committee would be able to provide a letter of support to the East Parry Sound Literacy Council. The following resolution was adopted:

Moved by Rosalind Hall, seconded by Tom Tota, be it resolved that the BACED Committee direct Dave Gray to provide a letter of support for the East Parry Sound Literacy Council. (Carried)

Mr. Gray will circulate the letter to BACED Committee members via e-mail.

The delegation was thanked for their presentation

CEDO REPORT

Dave Gray highlighted the CEDO Report dated March 14, 2016 including: the BR & E Project Up-date; Almaguin E-Business Event.

Showcase Almaguin: The Committee discussed donating \$400.00 to Showcase Almaguin, to go toward expenses of putting on the event such as name tags, refreshments etc. At this point in time, there is an understanding that BACED will not be making a financial contribution to the FAB portion of the two day event.

Concern was raised about the lack of support for this regional collaborative initiative, from other Almaguin area municipalities. The Women's Own Resource Centre will be asked to provide the area municipal Councils with some background information and an outline of the community and regional rewards of supporting this Almaguin area event. We are also requesting that the municipalities be asked for a financial contribution. The following resolution was adopted:

Moved by Rosalind Hall, seconded by Tom Tota be it resolved that the BACED Committee donate \$400.00 to Show Case Almaguin 2016, with the understanding that since Show Case Almaguin show cases the entire region that a formal request for financial support will go out to all the municipalities in the Almaguin Highlands. (Carried)

Pitch-In: Tabled until the next meeting.

Blue Sky Economic Growth Corporation (Blue Sky Net)

A letter was received asking for support of the South Almaguin Broadband Application to FedNor. The BACED Committee directed Dave Gray to submit a letter to the Minister Responsible for FedNor in support of the application from Blue Sky Net.

Life Style Tag Line

The tag line receiving the most votes from the Committee members is:
Naturally Beautiful Unlimited Possibilities.

It was moved by Lewis Hodgson, seconded by Rosalind Hall that the BACED Committee accept the Lifestyle Tag Line: Naturally Beautiful Unlimited Possibilities. (Carried)

With the Branding Exercise now complete, the next steps include: purchase of pop-up stands/banners; table cloths; investigate the purchase of promotional handouts such as pads of paper and/or USB sticks etc. The budget line for these items is \$3,000.00 and we are planning on having items available for Show Case Almaguin June 11, 2016. The FedNor logo will be included with these items.

Once promotion of our area within the region is underway, consideration of how we might move forward with promotion outside the region was discussed. Dave Gray will be looking into the Cottage Show and the Royal Winter Fair (FedNor's Northern Ontario Pavilion Area), both to be held in the fall, as two examples of promotional shows.

Ministry of Transportation will be contacted to see if the Villages of Almaguin tag line can be tagged on to the blue and white municipal signs located on the area highways.

Chamber of Commerce – Shared Intern Proposal

Willy Hollett has attended Council meetings at Burks Falls, Armour and Ryerson to introduce the concept of a shared Intern with the Chamber of Commerce and BACED. BACED Committee members would like Mr. Gray to continue to pursue this initiative, with consideration of staying within our mandate from FedNor and development of a work plan for the proposed Intern, to ensure that the scope of the CIINO project is maintained. Further meetings with the three Councils and their approval of a defined budget for 2016 and 2017 are paramount to this proposed intern project moving ahead from the BACED Committee's perspective.

Next Meeting

Monday April 11, 2016 at 6:00 p.m. at the Village of Burks Falls Office.

Adjournment

It was move by Rod Blakelock that the meeting be adjourned at 7:35 p.m.