

**SOUTH ALMAGUIN HIGHLANDS ECONOMIC DEVELOPMENT COMMITTEE/  
COMMUNITY DEVELOPMENT OFFICER COMMITTEE**

**JOINT MEETING MINUTES**

**NOVEMBER 10, 2014**

The regular meeting of the South Almaguin Highlands Economic Development Committee (SAHEDC) and the Community Development Officer Committee (CDO) was held at the Burk's Falls Municipal Office on Monday November 10, 2014 at 6:00 p.m.

In attendance: Councillor Rod Blakelock, Nicky Kunkel, Willy Hollett, Dave Gray, Tom Tota, Andrew Farnsworth, Todd Lucier, Carole Mantha.

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

**Minutes**

Approval of the minutes from the regular meeting held on October 20, 2014 was deferred to the next regular meeting.

**Almaguin Community Umbrella**

Todd Lucier gave a presentation on the Almaguin Community Umbrella (ACU). The initiative would see the development and operation of a website for the area. This website would be a hub for information related to business, culture, arts, recreation, municipal affairs and more. The Committee agreed that the ACU could be a significant marketing tool for the area, and the discussion that followed considered such issues as overlapping initiatives, the ACU governing structure, future website updating and maintenance, associated costs, and community collaboration.

SAHEDC passed the following resolution in support of this initiative:

*The South Almaguin Highlands Economic Development Committee supports in principle a structured, long-term collaboration of community partners and organizations proposed by the Almaguin Community Umbrella to better promote the Almaguin Highlands and economic and community development in Burk's Falls, Armour, and Ryerson.*

Motioned by Rod Blakelock; seconded by Tom Tota; carried.

Dave Gray will continue to monitor the progress of the ACU initiative and report back to SAHEDC accordingly.

**Business Retention and Expansion (BR&E)**

Carole Mantha, from the Ontario Ministry of Northern Development and Mines, made a presentation to propose a regional BR&E initiative that could include Burk's Falls, Armour and Ryerson. The BR&E project would involve the delivery and analysis of a structured survey to area businesses in order to identify barriers to business development.

BR&E is identified in the 2014 SAHEDC Economic Development Plan as a priority initiative. As such, the Committee expressed an interest in becoming involved and requested further updates as the discussion and plans progress. SAHEDC's involvement in 2015 would be dependent on approval of the budget and associated funding.

### **SAHEDC Terms of Reference**

The finalized SAHEDC Terms of Reference (TOR) were presented and finalized.

SAHEDC accepted the Terms of Reference, as motioned by Willy Hollett; seconded by Rod Blakelock; carried

The TOR will be included as a schedule in the draft municipal agreement, being prepared by Ryerson Township.

### **Celebrate Almaguin – shop local initiative**

The Central Almaguin Economic Development Association (CAEDA) has initiated a shop local program for the Christmas season. CAEDA has extended an invitation to SAHEDC to involve local businesses in the program. The Committee discussed the opportunity and felt that the timeline was tight. The Committee asked Dave Gray to follow up with local business to gauge their interest and report back at the next meeting.

### **Hunters Bay Radio opportunity**

Dave Gray presented an opportunity to potentially host a show on Hunters Bay Radio. With only preliminary details, the Committee agreed that it could be an excellent marketing tool, and suggested that the four local Community and Economic Development Officers share the airtime to reduce the workload. The Committee requested that Dave Gray continue to explore the opportunity and attach specific numbers to the project for budgeting purposes.

### **FedNor Phase 2 Funding Application**

The Township of Ryerson and Dave Gray have been asked to submit a FedNor Phase 2 application for operational funding to support a Community Economic Development Officer. If successful, the funding could result in a contribution of up to \$300,000 over three years.

### **Next Meeting**

The next meeting of the SAHED-CDO Committee will be held on December 8, 2014 at 6:00 p.m. in the Burk's Falls Township offices.

### **Adjournment**

Moved by Willy Hollet, the meeting was adjourned at 8:45 p.m.