

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

JOINT MEETING MINUTES NOVEMBER 9, 2015

The regular meeting of the South Almaguin Highlands Economic Development Committee (SAHEDC) and the Community Economic Development Officer Committee (CDO) was held at the Burk's Falls Municipal Office on Monday November 9, 2015 at 6:00 p.m.

In attendance: Dave Gray, Tom Tota, Wendy Whitwell, Nicky Kunkel, Councillor Lewis Hodgson, Councillor Rod Blakelock, Randy Cox, Dennis Sabourin, Andrew Farnsworth

Regrets: Willy Hollett, Councillor Rosalind Hall

Guests: Gerry Spooner, FedNor

Minutes

Moved by Denis Sabourin, seconded by Councillor Hodgson, be it resolved that SAHEDC accept the minutes from the regular meeting of October 19, 2015 as amended.

Carried.

CDO Update

Almaguin Highlands Chamber of Commerce (AHCC) Business Retention and Expansion (BR&E)

Dave has submitted the business list for AHCC to review, and it will be forwarded to the three municipal Councils for input. 68 businesses will be interviewed over 4 months, with interviews lasting 2-3 hrs each. A volunteer training session for those interested in helping with the interviews will be held on Thursday November 26, 2015 at 6:30 in the Carl Crozier Room at the Armour, Ryerson & Burk's Falls Memorial Arena. Invitations will be going out this week.

Support / Funding Forum

There were 22 participants for the Funder's Forum. Though there were fewer attendants than anticipated, there was great engagement and participation during the sessions. From the event feedback it was noted that more advertising is required. The Committee will have to develop some new ideas regarding advertising, considering that this event was advertised in the Almaguin News, on social media, municipal websites, Hunter's Bay Radio and by word of mouth. The total expenses for the event were \$225.

Review of Business Support

Dave is still working with local businesses and Armour Township on the expansion of the local fiber optic network. Dave is now speaking with Agilis to provide the service extension from the O.P.P Station down Commercial Drive. Agilis also intends to link the Police Station to the Children's Aid Society building in the future. They are hoping to have the Commercial Drive

extension completed by January, 2016. The 2015 SAHEDC budget includes a commitment of 25% of the project costs up to \$5,000.

Dave was also approached by a farmer from Ryerson Township and is working with them through the NECO business planning template as a starting point.

FarmNorth.com

FarmNorth is a collaborative initiative between multiple partners, covering an area from Parry Sound to Kenora. It looks to complete a property inventory for development-ready land, both for agriculture as well as commercial and industrial opportunities. They would like to tie into our website and forward information. They will keep us in the loop as their planning progresses.

The website development/land database page is built, and CGIS is nearing completion of the mapping upload.

Councillor Hodgson suggested that there may be potential to integrate the SAHEDC website with mls.ca with a link to avoid duplication of efforts. Dave will look into this possibility. Nicky suggested discussing the project with the Town of Erin as they have implemented a comprehensive solution as well.

Industrial Park Update

In early November, stakeholders conducted a tour of two properties in the area with the purpose of identifying a potential Industrial Park. The next step will be a cost benefit analysis for property acquisition, including the cost to service the property. Dave is working on a provincial Ministry of Northern Development and Mines funding application for a water needs assessment.

Northern Ontario Tourism Summit

Dave will be attending the Northern Ontario Tourism Summit from November 15-18 2015 in Sault Ste. Marie. The cost will be \$250 plus travel, and Dave will receive two points toward the Economic Developer designation.

Branding – SAHEDC Survey Name

Dave was asked to discuss the SAHEDC name with our local organizations, and he sent five questions out to 30 organizations. Dave reviewed the survey results. Following discussion, the Committee consensus was to continue with SAHEDC for now and work with it unless a better idea is found.

Branding – Logo Costing

SAHEDC requires a logo to represent the Committee as well as one to represent our area under the Villages of Almaguin banner. Dave will prepare a formal summary of the Committee's requirements and will send it to at least three designers for quotes.

Branding – Review Committee Findings / Tag Line Brainstorming

SAHEDC discussed tag lines for the three identified categories: Tourism, Lifestyle, and Business. The Committee considered results and suggestions from the community survey and from the community meeting in their discussion. The Committee decided upon taglines for the Tourism and Business purposes, but more thought is required to identify an appropriate Lifestyle tagline.

Moved by Councillor Hodgson, seconded by Dennis Sabourin, be it resolved that SAHEDC adopt the tagline, “Trailside, Lakeside, Fireside: plan your escape” for Tourism purposes.
Carried

Moved by Councillor Hodgson, seconded by Dennis Sabourin, be it resolved that SAHEDC adopt the tagline, “Positioned for Growth” for Business purposes.
Carried

Other / New Business

None

Next Meeting

The next regular joint meeting of the SAHED-CDO Committees will be held on December 14, 2015 at 6:00 p.m. at the Burk’s Falls Offices.

Adjournment

Moved by Councillor Hodgson, the meeting was adjourned at 7:50 p.m.