

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

**MINUTES
February 13, 2017**

The regular meeting of the Burks Falls and Area Community Economic Development Committee (BACED) was held at the Burk's Falls Municipal Office on February 13, 2017 at 6:00 p.m.

In attendance: Dave Gray; Councillor Lewis Hodgson; Councillor Rosalind Hall, Councillor Rod Blakelock; Denis Sabourin; Randy Cox; Wendy Whitwell; Leanne Fetterley; Judy Kosowan.

Regrets: Tom Tota; Nicky Kunkel; Willy Hollett; Gerry Spooner (FedNor).

Guests: Rob Edmonstone; Jason Tereszko; Brandon Lozza.

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

MINUTES

Moved by Denis Sabourin seconded by Randy Cox, be it resolved that the BACED Committee accept the minutes from the regular meeting January 9, 2017, as amended (date of next meeting was corrected). (Carried)

DELEGATIONS

Rob Edmonstone attended to present information on the two businesses that he and his wife, Julia Sutton have established on their property in Ryerson Township relating to agricultural and tourism development. The businesses are:

- Santosha Farm which grows organic produce with plans to expand into fruit (berries) and experimenting with apples and pears; and
- Missing Link Adventure Tours which promotes activity based retreats including cycling tours and adventure racing

Mr. Edmonstone was seeking letters of support from BACED for two funding opportunities which he is applying for: The NOHFC Start Up Business Grant and the Sustainable New Agri-Food Products Program (SNAPP).

The Committee adopted a resolution as noted below.

The other scheduled delegations were unable to attend and Dave Gray summarized their presentations.

Les Elliot, owner of Day Spring Cottages, intended to discuss the challenges of accessing snowmobile trails this season and the effect on the local economy: Restaurants, gas stations and accommodation providers are particularly impacted.

Several factors have contributed to the problem including: change in the Ontario Federation of Snowmobile Clubs (OFSC) funding model; lack of financial resources to keep up with trail maintenance/infrastructure including area snowmobile bridges; landowners cancelling land use permission on their private property and lack of cold weather early in the season.

The Committee is concerned about the lack of confidence from the tourism industry as our area is appearing to be closed for snowmobiling. Armour Township has been looking at possible alternate road allowance routes and the Muskoka Club may move a little further north expanding trails that may reach Katrine.

As a Committee there is an understanding that this is a widespread challenge and there is no short term or easy fix. The municipalities also recognize the seriousness of this situation. At this point we will continue to keep informed and offer any support in principle. Any further information will be brought forward at future meetings.

Andrew Farnsworth, Clerk from the Municipality of Magnetawan was planning to outline the Magnetawan River Park concept. This proposal encompasses the entire Magnetawan River system to create a plan on how to best use the river. A public meeting will be held March 9, 2017 at 6:30 regarding this initiative.

James Murphy from Explorers' Edge was unable to attend to discuss a Partnership Memorandum of Understanding for Digital Content Marketing. Dave Gray outlined the proposal to promote the BACED communities and further to the regional catchment area. The budget allocation toward this would be \$3,500.00 to add to Explorers' Edge equal contribution which would provide \$7,000.00 of professional content marketing to the Explorers' Edge wide reach, using the Villages of Almaguin theme.

Concern was raised about the availability of financial support from the Economic Development Committees to the south and north of our area. Dave Gray will follow up with them to determine the level of buy-in from these partner agencies.

Further information regarding this will be forthcoming.

CEDO REPORT

Almaguin Highlands Chamber of Commerce (AHCC)

The proposal for an Economic Development Intern Position was discussed by the Committee. AHCC is looking for a letter of support from BACED and a resolution was adopted as noted below.

The CEDO report also provided up-dates for: the Signage Plan; the 3R Volunteer Program; the BACED website; the Time is Money event; Villages of Almaguin and the Canada 150 Saw and Steam event.

The Saw and Steam event did not receive the Ontario 150 funding, however, the three municipalities are still intending to proceed with three events and contribute \$300.00 each toward advertising. It was the general consensus of this Committee that BACED could contribute \$300.00 toward printing brochures.

RESOLUTIONS

Moved by Rosalind Hall and seconded by Lewis Hodgson Be it resolved that BACED provide a letter of support for the Almaguin Highlands Chamber of Commerce proposal to hire an Economic Development Intern. (Carried)

Moved by Randy Cox, seconded by Rod Blakelock be it resolved that BACED provide letters of support to Rob Edmonstone with respect to the establishment of the two businesses Santosha Farm and Missing Link Adventure Tours. (Carried)

Moved by Rosalind Hall, seconded by Randy Cox be it resolved that BACED support the development of the Villages of Almaguin 3R Volunteer Program. (Carried)

Moved by Lewis Hodgson, seconded by Denis Sabourin be it resolved that WHEREAS the Villages of Almaguin Regional Marketing Partnership is focused on promoting the Almaguin Highlands Region through cooperation and collaborative efforts from municipalities, organizations and businesses throughout the region; and WHEREAS participation in the Villages of Almaguin Regional Marketing Partnership in any capacity or activity be it through in kind support, monetary contribution or any other means of support is entirely at the discretion of the undersigned; and WHEREAS all efforts produced by the Villages of Almaguin Regional Marketing Partnership are intended to represent or benefit multiple stakeholder municipalities, organizations and/or businesses within the region; THEREFORE be it resolved that BACED hereby declares support in principle for, and agrees to participate in the Villages of Almaguin Regional Marketing Partnership. We hereby appoint Dave Gray to act as the primary point of contact and to represent our organization during stakeholder meetings and participate in organizational matters as required.(Carried)

Move by Lewis Hodgson, seconded by Rosalind Hall be it resolved that BACED purchase advertising, not to exceed the cost of \$600.00, in the 2017 Visitors Guide. (Carried)

NEXT MEETING

Monday March 13th, 2017 at 6:00 p.m. at the Village Office.

ADJOURNMENT

It was moved by Lewis Hodgson that the meeting be adjourned at 7:50 p.m. (Carried)