

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

**MINUTES
May 8, 2017**

The regular meeting of the Burks Falls and Area Community Economic Development Committee (BACED) was held at the Burk's Falls Council Chambers on May 8, 2017 at 6:00 p.m.

In attendance: Dave Gray; Councillor Rod Blakelock; Councillor Rosalind Hall; Willy Hollett; Tom Tota; Denis Sabourin; Randy Cox; Nicky Kunkel; and Leanne Fetterley

Regrets: Councillor Lewis Hodgson; Wendy Whitwell; and Gerry Spooner (FedNor)

Dave Gray called the meeting to order at 6:03 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 April 10, 2017. (Carried)

CEDO Report & Discussion

Villages of Almaguin

The second meeting will be held the week of May 15th to finalize the terms of reference and continue to discuss next steps.

Content Marketing

Two articles have been drafted and will be circulated to the committee for review.

Regional Economic Development

A second regional meeting was held May 1, 2017. The Community Economic Development Officer (CEDO) reviewed the communication plan to engage other Municipalities and options for the financial model were discussed. The Central Almaguin Economic Development Association (CAEDA) has appointed a representative to take part in regional discussions. Next steps: staff from the regional committee will draft an agreement, budget and work plan.

CAEDA Support

Thus far the CEDO has attended one CAEDA meeting (1 hour) and continues to be available to support the organization in a limited capacity.

3R Volunteer Program

The first two sessions of the program have been very successful. The committee discussed expectations and outcomes for participants and strategies for ongoing engagement with organizations.

Target Sector Analysis / Road to Revitalization Update

Phase 1 of the Target Sector Analysis application led by Armour has received approval and Phase 2 is now being drafted.

Burk's Falls is planning to undertake a series of downtown revitalization initiatives through NOHFC and will be requesting support in principle from Armour and Ryerson.

Signage

Request for Proposals are drafted for the wayfinding signage and the digital sign. Denis Sabourin and Rosalind Hall agreed to review the proposals as part of a BACED sub-committee. Proposed timelines: proposals due by the end of May; sub-committee to review and make a recommendation to the committee at the June meeting.

The CEDO provided an update from Armour regarding the digital sign: Armour will host the sign location and pay the hydro costs and has approved a one-sided sign. Armour wishes to retain the original size of the top portion of the sign (36 inches). The lower portion of the sign will be increased in size to 36 inches; the Villages of Almaguin logo will appear the largest in the centre flanked by the BACED and FedNor logos.

Regarding wayfinding signage, the CEDO noted that the winning bidder will be requested to provide alternative suggestions for the top of the sign to ensure that the design complements new signage planned for the Village of Burk's Falls in 2019.

Almaguin Careers and Trades 2017

BACED assisted with the organization and promotion of this event and also contributed \$300 for prizes to increase student engagement. The event was very successful.

Other/New Business

MTO Cycling Strategy

Routes proposed by BACED and Almaguin in Motion (AIM) were not incorporated into the draft route map. Comments regarding the route map will be accepted until May 26, 2017. The CEDO will forward a letter proposing these routes be incorporated (resolution below).

Almaguin Highlands Chamber of Commerce (AHCC)

Will Hollett provided an update from the Chamber: the Chamber will soon begin using an effective new software service for effectively managing membership and event information; the community guide is ahead of schedule and will be launched at the end of June.

RESOLUTIONS

Moved by Rosalind Hall, seconded by Denis Sabourin be it resolved that the Burk's Falls and Area Economic Development Committee support the letter as drafted by the Community Economic Development Officer to be forwarded to the Ministry of Transportation regarding proposed amendments to the draft cycling routes presented as part of CycleON: Ontario's Cycling Strategy. (Carried)

NEXT MEETING

Monday June 12th, 2017 at 6:00 p.m. in the Village Council Chambers.

ADJOURNMENT

It was moved by Randy Cox that the meeting be adjourned at 7:34 p.m. (Carried)