

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

**MINUTES
August 14, 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 August 14, 2017 at 7:00 p.m.

In attendance: Councillor Rod Blakelock; Councillor Rosalind Hall; Carole Mantha (Ministry of Northern Development and Mines); Willy Hollett; Denis Sabourin; Nicky Kunkel; Wendy Whitwell; Dave Gray and Leanne Fetterley

Regrets: Councillor Lewis Hodgson; Tom Tota; Randy Cox; and Ron Begin (FedNor)

Dave Gray called the meeting to order at 6:55 p.m.

MINUTES

Moved by Denis Sabourin, seconded by Rosalind Hall be it resolved that the BACED committee accept the minutes from the regular meeting June 12, 2017. (Carried)

CEDO REPORT & DISCUSSION

Wayfinding Signage

The sample of reflective coating provided by Cedar Signs is adequate for the purposes of the signs. The sign mock-ups have been proofed and are in production.

One quote was received for the installation of the signage in the amount of \$8226.40 (including HST). The committee directed staff to proceed with the installation pending review of the budget (resolution below).

Digital Sign

The sign design is complete and Armour has approved their portion. The required electricity is available and locates are in process. In addition to the initial MTO permit (\$170.00), there is an annual permit fee of \$150.00. This will be funded through the BACED budget. Post-CIINO funding it was proposed that the three Municipalities each contribute a third of this cost. Armour has agreed to cover the cost of the electricity for the sign.

Regional Economic Development

A working group comprised of staff and a Chamber representative has developed a draft shared services agreement, terms of reference, and workplan. The focus of the workplan is on regional projects. The stakeholder group (which includes

members of Council, staff, and funders) has reviewed the material and developed a strategy for engaging potential partners as well as a timeline for submitting funding applications. Andrew Farnsworth, Dave Gray, and Willy Hollett are delivering presentations to Municipalities and requesting resolutions of support for the initiative in principle.

Resolutions of support have been received from 8 of the prospective stakeholders. It was noted that the Stakeholder Group meeting agenda dated August 10, 2017 lists Powassan as a potential partner, but Powassan has already passed a resolution supporting a regional department.

Target Sector Analysis / Road to Revitalization Update

Applications for both projects are currently under review. The following BACED members will form a subcommittee to review the Target Sector Analysis proposals: Willy Hollett, Rosalind Hall, Wendy Whitwell, and Dave Gray. The Village of Burk's Falls will appoint a committee to review the Road to Revitalization proposals, and anticipates that the scope of the project will include opportunities for stakeholder engagement including BACED.

3R Volunteer Program

Follow-up consultations with individual organizations are ongoing. The Volunteer Recruitment event is tentatively scheduled for October 14, 2017.

Website Update

Draft wireframes have been approved and the site is currently being programmed. Once the site is programmed staff will begin to customize the site and add content.

Action item 8 in the BACED Marketing Plan recommends the redesign of the print community profile. The committee previously received a proposal from Townfolio that offers a digital solution to the community profile that would be implemented as part of the website and maintained to ensure up-to-date data for three years. In lieu of updating the print profile, staff recommended the purchase of this unique service through a single-source procurement policy (resolution below).

Immigration Portal

Dave Gray presented the Northeastern Ontario Immigration Portal. Burk's Falls, Armour and Ryerson are included in the profiles and will position us as an immigration-friendly community.

Business Development Events

A series of 4 events are in development for the fall. It was noted that the first event has been moved to early October (not September 6, 2017 as indicated in the supporting document) to accommodate the procurement of speakers. This is a partnership between ECODEV, the Chamber of Commerce, and BACED. BACED will lead the project and has allocated \$11,800 to deliver the workshops. Additional

funds may be provided by other supportive organizations including a partnership opportunity with Explorers' Edge.

TANGR

This is an all-encompassing event-planning, advertising and resource site using the Google mapping platform developed by V&S. This tool has the potential to replace community calendars throughout the region by providing a one-stop shop for event promoters and seekers. BACED and ECODEV are partnering with V&S to promote the service.

OTHER/NEW BUSINESS

Ontario Supporting Municipalities in Fighting Climate Change

Carole Mantha made Municipal staff aware of Provincial funding available to local projects to reduce greenhouse gas pollution.

RESOLUTIONS

Moved by Denis Sabourin, seconded by Rosalind Hall, be it resolved that the Burk's Falls and Area Economic Development Committee accept the quote in the amount of \$7,280.00 + HST from SignCraft for backfilled installation of the wayfinding signage pending sourcing added funds within the advertising and promotion line of the budget. (Carried)

Moved by Rod Blakelock, seconded by Willy Hollett, be it resolved that the Burk's Falls & Area Community Economic Development Committee accept the Townfolio Proposal, pending final reference checks, to subscribe to the Townfolio Pro Service which provides a digital community profile solution which includes monthly data updates, embedding the service in to the BACED Website and all other features described in the proposal for a period of 3 years; Further, that BACED acknowledges that this is a unique service to Townfolio, and as such submits the attached letter requesting single-source procurement approval to Judy Edwards, The Township of Ryerson Treasurer as per the Ryerson Township Procurement Policy. (Carried)

NEXT MEETING

Monday September 11th, 2017 at 6:00 p.m. in the Village Council Chambers.

ADJOURNMENT

It was moved by Willy Hollett that the meeting be adjourned at 8:40 p.m. (Carried)