

**BURK'S FALLS AND AREA
COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE
(BACED)**

**MINUTES
June 11, 2018**

The meeting was held at the Burk's Falls Municipal Office (downstairs) on June 11, 2018 at 6:00pm.

Present: Chair Tim Brunton, Rosalind Hall, Carol Armstrong, Dave Gray, Margaret Ann MacPhail, Willy Hollett, John Theriault and Beth Morton. Rod Blakelock was late arriving.

Call to Order

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

Minutes

The April 9, 2018 and May 14, 2018 Minutes were presented and approved.

From the minutes, the Committee discussed the Kawartha Credit Union Public Meeting. It appears the letter and comments from residents and Councils' fell on deaf ears, however the Committee still appreciates Dave writing a letter on behalf of BACED. KCU is prepared to invest a \$1,000,000 into the new Burk's Falls Branch leased space and confirmed that they will not provide a branch or services (ATM) in Magnetawan or Emsdale.

Representation for South Almaguin at the MAHC Impact Meeting. It is clear that a one model hospital will have the lowest economic impact, with two hospitals having the greatest economic impact. The population assessment only accounted for year-round population from the census and did not include Burk's Falls and South Almaguin within the assessment. Reeve Still will be adding Dave Gray to the roster for the meetings which BACED appreciates.

CEDO Report and Discussion

Dave Gray presented his written report which included:

1. RED Plan Update -The Steering Committee has reviewed and approved the stakeholder and community engagement plan. In addition, plan was provided at the Meeting for review. The Committee was advised that the EDOs and Steering Committee Members are in the process of populating contact lists that will be used to invite stakeholders and community members to the various sessions that are being planned. The Committee also provided names suggestions for contact information. Dave requested that members provide email contact information for the suggested contacts as soon as possible. The sessions will be held over the last two weeks of June. Both Dave and Courtney (CAEDA) will be attending all

public sessions to assist Laridae and to provide the local connection to the focus group and round table participants. Once the sessions have been completed, Laridae will compile and analyze all the gathered qualitative data, finalize the statistical review and complete the situational scan in preparation for the development of the plan. Laridae has agreed to provide all information that is collected from the sessions and statistical analysis to the Steering Committee so that it can be used for context during the planning phase for tactic and action item implementation.

2. Feast In Almaguin Update – The Feast in Almaguin Campaign has come to an end and Dave and Courtney are currently in the process of wrapping up final details and assessing the overall program. Surveys have been provided to participating businesses. There were 26 total businesses engaged, 2,970 total ballots collected, with the average of ballots per business calculated at 114. Social Media Advertising was used over the duration of the campaign. There was a total of 514 Facebook likes, advertising reached 95,031, and there were 129,139 total impressions. Total engagement of likes, shares and comments were 2,654. Participants also took food selfies and there were a total of 45 posted during the campaign period. In addition to social media advertising, there were 20,370 digital impressions for the total duration of the campaign. Verbal feedback demonstrates that the businesses liked and appreciated the program and would participate in the program again. The total project was a success and with everything factored in, the project is approximately 10% over budget. The next steps is to recognize all participants, follow up with Almaguin News for a potential story and work with Explorer’s Edge on a culinary content piece on the Feast in Almaguin Campaign. The Committee committed to \$100 a month regional project to continue to build a facebook page to keep the Feast in Almaguin campaign going by running a ‘Like and Share’ contest to reward customers. The Committee suggested that it also recognize employees promoting the Feast in Almaguin campaign.
3. Cycling Signage Update – The cycling signage is being prepared for production. Majority of municipalities have now passed resolutions for the placement of the signs. BACED has access to 3 bike fix-it stations. One is complimentary to McMurrich/Monteith, and the other two will be available for \$500 each. It is recommended that the other two be placed in Magnetawan and Burk’s Falls. Carol Armstrong advised that McMurrich/Monteith defeated the resolution to accept the complimentary bike fix-it station. BACED will follow up with McMurrich/Monteith in an effort to have Council re-consider the bike fix-it station. Other municipalities, Perry and Armour are considering bike fix-it stations to be included in their Main Street Revitalization Initiative funding. The bike fix-it symbol will be removed from cycling signage for McMurrich/Monteith as the signs will be printed before it can be considered by Council. The Committee also suggested that cycling signage posters be printed for sale.

4. Explorer's Edge Content Partnership – Dave has been communicating with James Murphy from Explorers Edge with regards to this year's content marketing partnership as outlined in the BACED and CAEDA work plan. James is currently preparing a memorandum of understanding which will outline the deliverables of the project. Between BACED and CAEDA, the budget was established at \$5000 for content marketing, which will be matched by Explorers Edge and promoted through their audience and GTA markets.
5. Almaguin Online Strategy - Discussions have begun between BACED, CAEDA and the AHCC regarding the development of a Website and Online Strategy for the Almaguin Highlands. The AHCC is currently in discussions with Explorers Edge to take ownership of the Almaguin Highlands Tourism website. The changeover and subsequent training will be heavily supported by Explorers Edge. Willy Hollett, Courtney and Dave have reviewed some preliminary considerations and steps to move forward to begin the process of creating a strategy and provided details to the Committee.

Other Business

1. 2019 Post Election Planning and Considerations – It was questioned if a Special meeting is required prior to potential lame duck to review a contingency plan if FEDNOR funding doesn't come through. The Committee discussed and confirmed that this would be considered during 2019 Budget with new Councils. Dave to complete a budget and place on the next Agenda for Committee discussion. Dave also advised that he would like to develop and provide an orientation to Councils' on the 'Value of Economic Development'. The Committee supported orientation and training of Councils'.
2. Tim Brunton recommended in future to consider Terry O'Reilly of CBC Radio's "Under the Influence" as a future guest speaker on a topic. Terry recently purchased cottage property in the BACED area and may be willing to participate in a session in the future at a reduced cost given his new location.

Resolutions

1. 2018-012 – Moved by Margaret Ann MacPhail and Seconded by Carol Armstrong
Be it resolved that the Burk's Falls & Area Community Economic Development Committee approve the Minutes of the April 9, 2018 BACED Meeting as circulated/amended.

Carried.

2. 2018-013 – Moved by Carol Armstrong and Seconded by Rosalind Hall
Be it resolved that the Burk's Falls & Area Community Economic Development Committee approve the Minutes of the May 14, 2018 BACED Meeting as circulated/amended.

Carried.

3. 2018-014 – Moved by Rosalind Hall and Seconded by Rod Blakelock

Be it resolved that the Burk's Falls & Area Community Economic Development Committee agree to contribute up to \$1000 for the acquisition of two (2) bicycle Fix-It stations to be obtained through a partnership with Discovery Routes. These Fix it Stations will be deployed with cycling route signage in Burk's Falls and Magnetawan at the locations designated by the two councils.

Carried.

4. 2018-015 – Moved by Rod Blakelock and Seconded by Willy Hollett

Be it resolved that the Burk's Falls & Area Community Economic Development Committee approve the CEDO and Ryerson Township to enter in to a content marketing partnership with Explorers Edge and the Central Almaguin Economic Development Association pending review of the project memorandum of understanding (MOU) and its alignment with the BACED content marketing budget (\$3300). Further, the MOU must outline the scope of work as noted in the June 11 BACED CEDO report.

Carried.

Adjournment

The meeting was adjourned at 8:20 pm

The next meeting will be July 9, 2018 at 6:00 pm at the Burk's Falls Municipal Office (downstairs).