

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

JOINT MEETING MINUTES March 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 March 9, 2015 at 6:00 p.m.

In attendance: Councillor Rod Blakelock, Councillor Rosalind Hall, Councillor Lewis Hodgson, David Gray, Tom Tota, Nicky Kunkel, Martin Cremin, Andrew Farnsworth.

Minutes

Moved by Councillor Blakelock, seconded by Tom Tota, be it resolved that SAHEDC accept the minutes from the regular meeting of February 9, 2015.

Farmer's Market Update

Martin Cremin was in attendance to participate in the discussion on behalf of the Agricultural Society. Councillor Blakelock and Tom Tota attended the last meeting of the Agricultural Society to discuss alternate locations for the Farmer's Market. The two options under consideration are the Legacy Centre (Commercial Drive beside Valu-Mart) and the Village parking lot across from the Burk's Falls Office (Ontario Street). Items under discussion were a charge for vendors and objections from Valu-Mart at the Legacy Centre, and the limited parking space at the downtown location. The Agricultural Society would like to open the Farmer's Market on the May 24 weekend or sooner if possible. They may be open to considering other days besides the current Tuesday market. Additional items discussed: the need for more advertising; the possible inclusion of Perry Township; and an emphasis on local producers. Rod and Tom will follow up for the next meeting.

Letter of Support for Founding Mews

The Committee gave direction to Andrew Farnsworth to send the SAHEDC letter of support to Theresa Oliver for the Founding Mews project in Burk's Falls.

CIINO Update

Andrew Farnsworth provided an update on the CIINO application and funding. More information will be provided at the next regular meeting.

CDO Update

David Gray provided SAHEDC with his monthly report.

Showcase Almaguin: David reported that he 2015 Showcase Almaguin event is on budget, with banners and folders being created. The Committee suggested that the Showcase Almaguin banner be changed to read Celebrate Almaguin, so that it could be re-used at multiple future events. David will confirm that the event will be covered under Powasson's insurance. To date, approximately 15 booths have been booked and all speakers have been confirmed.

Investment Readiness: David attended an Investment Readiness Seminar in Toronto and provided SAHEDC with the following highlights:

- look regionally at the key sectors within 100 km, not just within our backyard – people are willing to drive for work, so build a larger talent pool into our Investment Readiness portfolios;
- the value of partnerships can't be underestimated when seeking investment;
- more information may be available to improve our community profiles, as we currently rely on 2006/2011 data. However, the data can be expensive to obtain through consultants (approx.. \$600 per municipality);
- an economic development website could be a good next step, but would be better implemented on a regional basis. Such a website could be quite expensive; and
- prioritize the development of a proposal template for potential investors.

Celebrate Almaguin / Hunter's Bay Radio: David has recorded two Celebrate Almaguin radio shows with a third show scheduled. The shows air on 88.7 FM, Monday at 3:30. The shows can also be accessed through the Hunter's Bay Radio Soundcloud page at <https://soundcloud.com/hunters-bay-radio>

Burk's Falls Theatre: The new theatre projector and sound system have been installed and tested, and they are now up and running.

Community Guide: David and Tom presented some challenges to-date regarding the production of the 2015 Community Guide. The Almaguin Highlands Chamber of Commerce will explore the feasibility of creating the document in-house or having only parts of the project completed by outside consultants. Dave and Tom will continue to provide updates to SAHEDC as the process evolves.

Other/New Business

None

Next Meeting

The next joint meeting of the SAHED-CDO Committees will be held on April 13, 2015 at 6:00 p.m. at the Burk's Falls Offices.

Adjournment

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