

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

JOINT MEETING MINUTES JUNE 8, 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 June 8, 2015 at 6:00 p.m.

In attendance: Councillor Rosalind Hall, Dave Gray, Willy Hollett, Tom Tota, Wendy Whitwell, Councillor Lewis Hodgson, Councillor Rod Blakelock, Randy Cox
Regrets: Andrew Farnsworth, Nicky Kunkel, Denis Sabourin
Guests: Martin Cremin

Minutes

Moved by Councillor Blakelock , seconded by Tom Tota, be it resolved that SAHEDC accept the minutes from the regular meeting of May 11, 2015.

Introduction of New Members

The committee welcomed Randy Cox as the Armour Township representative. Martin Cremin was welcomed as a non-voting member to the committee and provided a short description of his background in analytics/accounting and expressed his interest in supporting the committee.

CDO Update

Dave provided SAHEDC with his monthly report:

Composition of SAHEDC: The committee discussed reviewing section 3.1 of the Terms of Reference and potentially adding a statement regarding the addition of non-voting members to the committee. Further discussion identified a need to review the need for outlining a limit for voting members. Dave will be sending out an email to all voting members to get the discussion started.

Dave referenced the need to appoint a Chair and Vice Chair to the committee. The role of the Chair was discussed and it was determined that Chair would be responsible for chairing meetings and not for agenda/report preparation. The committee is to consider this role and a chair will be assigned during the July 13th meeting.

Dave requested that the committee members review the SAHEDC ED Plan (page 6, #5) and consider which development areas they would be most comfortable providing support to. The specific areas are:

- Investment Readiness and Infrastructure
- Business Retention and Expansion
- Tourism and Special Events
- Service Enhancements

During the July 13th meeting, members will be assigned to support the CEDO in these development areas moving forward.

Community Guide: Dave reported that the 2015 Community Guide design had been completed and has been sent to McLaren Press for production. The Community Guide Sub-Committee will be meeting to create a distribution plan while the document is being produced. Overall the AHCC is pleased with the improved experience.

Dave presented the final copy of the SAHEDC sponsored photo advertisement.

Heritage Canada (HC) Main Street Program: Dave followed up on the Main Street program in his report. Councillor Hodgson expressed concern with the high cost associated with undertaking the program. The committee decided to hold off on arranging a conference call with the coordinators and to revisit the program at a later date.

Canada 150 Grant: Dave provided a brief overview of the program. The program is designed to increase the quality of life to Canadians. The program provides up to \$500 000 per project at a maximum 50% contribution rate. Dave offered to assist the municipalities with any applications that they wish to submit. Dave outlined a potential partnership opportunity for improving / expanding the recreational facilities at the B.A.R. Fairgrounds.

Hunter's Bay Radio: Dave reported that he no longer has support for the Celebrate Almaguin Show and has been hosting the show on a weekly basis. He is looking for a co-host to assist with the show but has been unsuccessful in finding one so far. New EDOs in the area are not expected to be hired until the late summer or early fall. Councillor Hall recommended that there be a cut-off date to end the show if a co-host is not found. Councillor Hodgson recommended continuing the show as long as the time investment did not exceed 2 to 3 hours per week.

Workplan: Community Profile: Dave reported that he has been updating and improving the community profile. Dave brought up that John Finley Consulting used the Manifold Data Mining Service to gather information for the 2014 report. The Manifold Service costs \$400 per month to access. The committee decided to have Dave continue with general improvements and that we would look to updating the document every 2 years.

Workplan – Branding Exercise: Dave requested that the committee set a date for beginning the planning process for leading the region in a branding process. The sub-committee will be comprised of: Councillor Hall, Councillor Blakelock, Councillor Hodgson, Randy Cox, Tom Tota(as available), Willy Hollett(as available), Wendy Whitewell, Nicky Kunkel and Dave Gray. Other committee members may participate if they are interested. It was decided that Dave will Chair the sub-committee.

Proposed Expenses: Dave presented a list of proposed expenses that included a digital projector and screen and digital camera from the communications line; and several office supplies including a new desk. The committee recommended that Dave proceed with the purchases.

Chamber FAB 2015 Report – Willy Hollett

Willy presented a preliminary report issued by the FAB sub-committee. The Chamber reported a loss of approximately \$2600 due to a shortfall in vendors in the premium arena space. The loss included \$1000 of re-usable signage that will be carried over for following events. Overall the FAB event improved greatly in 2015. The Chamber is addressing the operational issues that have arose. The majority of the feedback from the event has been largely positive. A more thorough report will be issued once it is completed by the sub-committee.

Other/New Business

The Armour, Ryerson and Burk's Falls Agricultural Society provided a letter to SAHEDC requesting financial assistance of \$500.00 for signage to promote the Farmer's Market. During the discussion it was determined that the SAHEDC mandate was not to become a funding organization but to support and promote local businesses and help them grow. The committee did not want to set the precedent that they are here to fund community organizations.

A motion to consider the request for the financial support of \$500 was made by Rosalind and Seconded by Lewis. There were none in favour. The motion was defeated. Tom Tota declared a conflict of interest and did not vote.

Next Meetings

The branding subcommittee meeting will be held on July 6th, 2015 @ 6:00p.m. at the Burk's Falls Offices.

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

Adjournment

Moved by Councillor Hodgson, the meeting was adjourned at 8:05p.m.