

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

JOINT MEETING MINUTES May 11, 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 May 11, 2015 at 6:00 p.m.

In attendance: Councillor Rosalind Hall, Dave Gray, Willy Hollett, Tom Tota, Nicky Kunkel, Wendy Whitwell, Andrew Farnsworth.

Regrets: Councillor Rod Blakelock

Guests: Randy Cox, Dennis Sabourin, Tracey Fowler

Introductions

Guests and Committee members introduced themselves. Dave described the structure of the Committee and mentioned that the Committee is currently seeking volunteer members. Dave described the purpose of the Committee and that past planning documents can be found on the Village of Burk's Falls website.

Minutes

Moved by Councillor Hall, seconded by Tom Tota, be it resolved that SAHEDC accept the minutes from the regular meeting of April 13, 2015.

CDO Update

Dave provided SAHEDC with his monthly report:

Community Guide:

The 2015 Community Guide is close to press, though the date of receipt has been extended to receipt the second week of June. All ads have been filled. SAHEDC is being given the opportunity to purchase an ad as a means of engaging the public in SAHEDC objectives. The Committee directed Dave to purchase a full page ad and to send message and image suggestions to the Committee by email for approval.

Co-operative Model Information:

Dave attended a workshop discussing co-ops, organizations that are made up of five or more local businesses and typically focussed on providing a shared need through a democratic model of decision making and business operation. Dave will consider opportunities to implement the model in the community. Dave has more information and resources on the 1,100 co-ops operating in Ontario if anyone is interested.

Heritage Canada (HC) Main Street Program:

Following up from the last SAHEDC meeting, Dave provided more information on the Main Street program. The program assists communities in growing economic development capacity through access to HC best practices from the history of the program in other communities. The Committee directed Dave to find more examples of similar communities who have participated

in the program, and to determine the cost to have HC come to a SAHEDC meeting. Dave will also determine whether or not more communities could be involved or if the program would just focus on downtown Village of Burk's Falls.

2015 CEDO Workplan – Branding Exercise:

The Committee discussed the concept of a branding exercise for SAHEDC, including: the necessity to brand SAHEDC for public events; the feasibility of a regional approach to branding; and the potential use of “Villages of Almaguin”. The Committee agreed to set up a sub-committee to advance the branding exercise, as the process will likely require more time than is available at regular SAHEDC meetings.

Workplan:

Dave presented a draft workplan based on the CEDO funding and the activities prioritized in SAHEDC plans.

Immigration Symposium:

Dave has the opportunity to travel to Timmins for an immigration symposium to discuss bringing international talent into Ontario to fill labour market gaps. Immigration is one possible solution to the aging population in our area and the resulting job gaps that are expected. The Committee asked Dave to investigate further for training opportunities that could address more urgent needs in the community.

Other/New Business

Rosalind mentioned that it is difficult to identify Dave's office (upstairs in the Village of Burk's Falls Township Office) from the street. Rosalind suggested that a sign on the door would help. Dave suggested that this would tie in well with the branding exercise.

Next Meeting

The next regular joint meeting of the SAHED-CDO Committees will be held on June 8, 2015 at 6:00 p.m. at the Burk's Falls Offices.

Adjournment

Moved by Willy Hollett, the meeting was adjourned at 8:08 p.m.