

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

JOINT MEETING MINUTES OCTOBER 18, 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 October 19th, 2015 at 5:30 p.m.

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

Minutes taken by: Willy Hollett

Minutes

Moved by Denis Sabourin , seconded by Rod Blakelock, be it resolved that SAHEDC accept the minutes from the regular meeting of September 14, 2015.

CDO Update

AHCC BR&E

- Success for launches in all 3 locations
- Well attended
- Volunteer training early Nov.
- Schedule and conduct interviews Nov to March

AHCC Elections

- Possibility of EDO run for election
- Discussion
- Motion: To allow Dave to sit as a director on the AHCC BOD.
 - Defeated

Support / Funding Forum

- 1530h presentations from business center
 - importance of business planning

Website

- Business directory
 - Online now
 - Dave gave a brief tour of the Burk's Falls Business Directory website
 - Highlighted some navigational tools including "search anchors"
 - 70% of businesses have websites and are linked
- Investment Property Inventory
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 - 11 properties already
 - Likely more but still searching

- Long-term relationship with agents in order for agents to contact us with new listings as they develop
- Need to upload information packages to website
- Can pay a monthly fee to place all 3 municipalities GIS maps into one. Is there any interest. Specific cost unknown. Wendy will research cost.

Business Support – Fibre Internet

- Refer to Dave's notes
- Bakery coming to "Casa Foods"
- GGB exhaust – notes that were discussed from last week

Branding

- \$60 - \$30 for facebook, \$30 theatre passes
- Dave asks that AHCC members view survey and highlight reoccurring themes and tag lines by Oct 29
- Dave asks that Council members view lifestyle survey and highlight reoccurring themes and tag lines by Oct 29
- Next branding meeting Thursday, October 29, 2015 - 1800h

Villages of Almaguin

- Municipal logos
- font logos
- Dave is to check if anyone identifies him with AHED or SAHED or is he more closely associated with Burk's Falls, Ryerson and Armour
- Villages of Almaguin logo concept - overlooking someone's shoulder - google earth scape of villages
- Dave is getting 3 estimates from designers for 2 logos