

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

JOINT MEETING MINUTES DECEMBER 14, 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 December 14, 2015 at 6:00 p.m.

In attendance: Dave Gray, Tom Tota, Wendy Whitwell, Councillor Rosalind Hall, Councillor Rod Blakelock, Randy Cox, Dennis Sabourin, Andrew Farnsworth

Regrets: Nicky Kunkel, Councillor Lewis Hodgson, Willy Hollett

Guests: John Finley; Jason Tereszko, Northern Nerds

Minutes

Moved by Denis Sabourin, seconded by Tom Tota, be it resolved that SAHEDC accept the minutes from the regular meeting of November 9, 2015.

Carried.

Updating the SAHEDC Name

Dave opened discussion on changing the Committee's name from SAHEDC to one that better reflects our area. Kearney, Perry, McMurrich/Monteith, and Magnetawan's new Joint Economic Development Committee will be operating further south than ours. Dave also mentioned that the current name is difficult to explain to people when he is out representing our community.

Councillor Hall clarified that the original group in 2004 chose the South Almaguin Highlands name because there was no other groups around at the time. They thought that the committee could be opened to the rest of the area, so they chose a name that could be representative of a broader region.

The Committee discussed several options with a goal of accurately positioning the Committee while keeping the name representative of current and future municipal participation.

Moved by Randy Cox, seconded by Tom Denis Sabourin, be it resolved that the South Almaguin Highlands Community Economic Development Committee henceforth be renamed the Burk's Falls and Area Community Economic Development Committee or BACED.

Carried

Delegation – John Finley – Roadside Cleanup

John Finley, a resident of the Township of Ryerson, presented to the Committee on the potential to establish a roadside cleanup program in the community. John has been involved with other community pride projects, and explained that such projects offer a great opportunity to effect

positive change in the community and to increase community pride. John suggested that the project could start small, with a volunteer Earth Day cleanup in 2016, and scale up to involve schools and other community groups in future years. John suggested that the project could be replicated from existing programs in other municipalities.

Wendy and Councillor Blakelock discussed a similar program that has been in place in the Township of Armour for the last decade. The Armour program coincides with Pitch-in Week, and the municipality provides gloves, bags, and a food voucher to those who register as volunteers.

The Committee expressed interest in having Dave work with John to organize such an event and to pass on the information to the three councils for their support. Possible dates include Pitch-in Week (April 17-23) and Earth Day (April 22).

Logo Design – Ben Cox, Revel Images

Dave welcomed Ben Cox from Revel Images, the designer selected to prepare logos for the Committee. Dave summarized the procurement process in his CEDO Report. Dave provided Ben with an overview of the project rationale, the Committee's core values, and the need for two logos: one to represent the Villages of Almaguin and one to represent the Committee itself.

The Committee discussed various design guidelines with Ben and established the following project timeline, with draft designs and revisions to be forwarded to the Committee and discussed over email:

January 11, 2016 – presentation of draft logos

February 8, 2016 – presentation of final logos

CEDO Update

Dave referred the Committee to his CEDO Report for updates on many of the November/December projects and items.

Branding Exercise

The Committee discussed options and wording for the lifestyle tagline. No consensus was reached, and the Committee will continue to discuss over email. If no consensus can be reached at the January 11, 2016 meeting, the Committee will consider calling a special meeting.

Business Retention & Expansion (BR&E)

See CEDO Report

Fiber Optic

The fiber optic extension project is underway, and Agilis Networks has visited area businesses and been active in signing up businesses to their service. The 2015 budget includes a contribution of 25% of the project costs up to \$5,000

NCIR Water Needs Application

See CEDO Report

Investment Opportunity Map

See CEDO Report

Business Support Interactions

See CEDO Report

Northern Ontario Tourism Summit

See CEDO Report

Other / New Business

Dave discussed the 2016 Showcase Almaguin plans with the Committee. Carole Mantha of the Ontario Ministry of Northern Development and Mines is assisting the Almaguin Highlands Chamber of Commerce (AHCC) and the Almaguin Highlands Economic Development Partnership Committee (AHED) with a Rural Economic Development (RED) application to merge Showcase Almaguin and the Festival of Almaguin Businesses (FAB) into a single weekend event. Dave will still be participating on the organizing committee for 2016 Showcase Almaguin, but will not be leading the initiative as in 2015. The potential merger would likely result in Showcase Almaguin being moved from February to May, and the location has yet to be set for either event.

Dave thanked Jason Tereszko of Northern Nerds for attending the meeting. Dave reminded the Committee of the Terms of Reference, which allow for additional, non-voting members and members of the public to attend any regular meeting of BACED.

Denis Sabourin informed the committee that the Almaguin Fish Improvement Association has re-applied to the MNR for a licence and are hopeful that all permits will be reissued.

Dave requested that the Committee consider potential topics and guests for upcoming episodes of Celebrate Almaguin on Hunter's Bay Radio.

Councillor Blakelock informed the Committee that the kids fish derby on doe lake was a great success and was very well attended.

Next Meeting

The next regular joint meeting of the SAHED-CDO Committees will be held on January 11, 2016 at 6:00 p.m. at the Burk's Falls Offices.

Adjournment

Moved by Denis Sabourin, the meeting was adjourned at 7:57 p.m.