

BURKS FALLS AND AREA COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

FEBRUARY 8, 2016

The regular meeting of the Burks Falls and Area Community Economic Development Committee (BACED) was held at the Burk's Falls Municipal Office on Monday February 8, 2016 at 6:00 p.m.

In attendance: Dave Gray; Tom Tota; Wendy Whitwell; Nicky Kunkel; Councillor Rosalind Hall; Councillor Rod Blakelock; Randy Cox; Dennis Sabourin; Willy Hollett; Judy Kosowan.
Regrets: Councillor Lewis Hodgson

Guests: Gerry Spooner, FedNor; Jason Tereszko, Northern Nerds.

MINUTES

Moved by Dennis Sabourin, seconded by Rosalind Hall, be it resolved that the BACED Committee accept the minutes from the regular meeting January 11, 2016, as amended.
(Carried)

CEDO REPORT

Community Economic Development Officer Dave Gray highlighted his written report including:

Business Retention and Expansion (BR&E) Project: Project is going well 32 out of 75 interviews completed, with the deadline extended to March. Anthony Rizzo has offered to additionally participate in the interviews when Dave Gray is off for two weeks.

Chamber of Commerce Community Guide 2016: The Committee members reviewed the advertising options for the Guide. There is a budget line for this expense. It was noted that this ad will be in addition to the municipal information that will be included in the Guide. It was suggested that we purchase a full page with a blended photo illustrating the tag line Trailside, Lakeside, Fireside. The ad will include our new logos in addition to the FedNor logo.

It was moved by Rosalind Hall, seconded by Tom Tota be it resolved that BACED sponsor a full page ad in the 2016 Chamber of Commerce Visitor Guide. The ad is to feature the new logos and tag line, in addition to FedNor's logo. (Carried) Willy Hollett abstained from voting and declared a conflict of interest, as he is on the committee marketing the Guide.

Tom Tota offered to distribute 2015 Guides at the Maple Syrup Festival and Willy Hollett offered to distribute the 2015 Guides at the Kearney Dog Sled races.

Pitch-In: John Finley is unable to continue on with this project. The consensus from the Tri-Council meeting was that the municipalities will participate in this and that the BACED does not need to take the lead on this initiative.

Armour Township will take the lead on this, as they have a well-established process. It appears the municipalities will cover the costs and at this point there is no need for business sponsorship.

Willy Hollett offered that if the municipalities would like the businesses to participate in some way then it would be good to go through the Chamber of Commerce to make any requests.

Jason Tereszko again offered to do a web page to help in promoting Pitch-In, and will work with Charlene at Armour regarding this.

It appears that this Committee will not have a role in this at this time, but will stay informed and help out if required.

Almaguin Highlands Chamber of Commerce Report – Willy Hollett:

- The Chamber Strategic Plan and Marketing Plan will be emailed to BACED Committee members
- The Board is busy remodelling the organization to meet current demands as they grow, such as establishing meeting schedules and social events to encourage networking opportunities, and hiring a bookkeeper
- Festival of Almaguin Business, FAB 16 is now planned to be a two day event combined with Show Case Almaguin which will be held June 10, 11, 2016 in South River. FAB may be sending out a request for financial assistance to BACED.
- Community Guide: advertising sales going well already; Top Floor Design has changed their name to Green Moose Media; tenders were put out for publishing and McLaren's were accepted. The goal is to have the publication ready for the long weekend in May.
- The role of Almaguin Highlands Economic Development (AHED) was reviewed. AHED has a long history in the area and is a networking organization, with no budget. Jessica Bush from Women's Own Resource Centre is the Secretary and will send out information, if you provide your email address to her. AHED spearheads Show Case Almaguin. Dave Gray has been appointed Chair of AHED and not expecting this to be a big time commitment. Dave will be doing a presentation at Show Case Almaguin.
- Business Retention and Expansion – BR &E: Some Chamber members are participating in the interviews and overall are happy to see this interaction between the business community and the municipalities. A connection is being made.
- Funding: The Chamber is applying to MNDM through NOHFC as they are looking to hire an Intern and they are looking for a partner.

The Chamber is asking the BACED Committee to consider this as an opportunity for Dave Gray to provide supervision to the Intern in return for work hours from the Intern dedicated to BACED.

We will have to determine with MNDM and FedNor to determine if there would be a conflict or problem with the terms of our current FedNor agreement. Gerry Spooner stressed the importance of Dave meeting his deliverables with FedNor.

Willy summarized benefits of this partnership: Professional Development for Dave, in a supervisory role; succession planning. Office space could be an issue and perhaps there would be room on the Burks Falls Medical building.

The Committee members agreed that Dave could pursue this with the Chamber in their discussions regarding this NOHFC Intern application.

CEDO REPORT CONTINUED

Logo/Branding: The Committee members were in agreement with the BACED logo and it was moved by Rosalind Hall and seconded by Dennis Sabourin be it resolved that the BACED Committee accept the BACED logo as presented, being the three smooth hills, outlined in white with the ‘C’ in green. (Carried).

The latest version of the Villages of Almaguin logo was accepted by resolution. Moved by Willy Hollett, seconded by Rod Blakelock that the BACED Committee accepts the Villages of Almaguin logo as presented, with the blue water running though the letter ‘g’. (Carried)

Tag Line: Suggestions for the Lifestyle Tag Line were discussed. Dave Gray will summarize ten of the suggestions and e-mail to Committee members so that each member can select their top three. We will plan to finalize the Lifestyle Tag Line at the March 14, 2016 meeting.

Moving ahead with this, the plan is to build the package, gain support, and roll out the logo. Concern was raised about how the logos will be produced – on white background or transparent? It should be standardized and we will research how others solve this.

Gerry Spooner had nothing new to report from FedNor as the House will just be sitting next week.

NEXT MEETING

Monday March 14, 2016, 6:00 p.m. at the Burks Falls Office.

ADJOURNMENT

Moved by Randy Cox that we adjourn at 7:55 p.m.