

**BURKS FALLS AND AREA COMMUNITY ECONOMIC DEVELOPMENT  
COMMITTEE (BACED)**

**MINUTES  
June 13, 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 June 13, 2016 at 6:00 p.m.

In attendance: Councillor Rod Blakelock; Leanne Fetterley; Dave Gray; Councillor Rosalind Hall; Councillor Lewis Hodgson; Willy Hollett; Dennis Sabourin

Regrets: Randy Cox; Judy Kosowan; Nicky Kunkel, Tom Tota, Wendy Whitwell

Dave Gray called the meeting to order at 6:03 p.m.

**MINUTES**

Moved by Dennis Sabourin seconded by Lewis Hodgson, be it resolved that the BACED Committee accept the minutes from the regular meeting May 9, 2016, as circulated. (Carried)

**UPDATE: Showcase Almaguin and Fab 2016**

Positive response to the BACED banner and booth; business owner attendance has been dropping at Showcase, although Municipal representation was positive; consider an alternate day of the week to encourage higher attendance; Fab 16 was very well attended and people were highly engaged; Dave gathered data via mini-surveys and approximately 20 USBs were distributed.

**CEDO REPORT**

Dave Gray highlighted the CEDO Report dated June 13, 2016 including:

**BACED Branding**

The business banner, table cloths and 178 USB keys were purchased; the Tourism banner will be prepared next and the Villages of Almaguin banner will follow when the brand positioning is more fully developed.

**AREA Committee**

The AREA committee has re-united and meets monthly.

**Villages of Almaguin**

The concept was presented at Showcase Almaguin and received positively. The AREA committee and AHCC are working with a hired consultant to develop a 'story' for the region.

This summer Dave Gray will be formally requesting support in principal for this regional branding initiative from Municipalities.

### BR&E Update

The leadership team is reviewing the final report. They have requested some restructuring of the document in order to more effectively link the recommendations to the data. The results will be brought to Councils this summer. Dave Gray is continuing to respond to inquiries received during the interview process.

### Signage

The RED program is on hold, therefore the \$17,500 projected for a digital sign is not secured. However, \$10,000 could be re-assigned (from a Marketing Plan) to use for signage. Dave Gray requested direction from the Committee regarding signage. Options discussed included a digital sign, community wayfinding signage, billboards, small digital screens, or digital wayfinding (mobile app). Dave Gray was directed to draft a Marketing Plan to guide future marketing initiatives.

### Website

A stand-alone BACED website was debated. There was interest in pursuing a regional Villages of Almaguin site led by Burk's Falls, Armour, Ryerson.

## **NEW BUSINESS**

### Harvest Festival Business Engagement

Harvest Festival has become a source of increased economic activity in the area and local businesses should be encouraged to capitalize on this opportunity. Several ideas were discussed. Dave Gray will prepare a one-pager to communicate ideas with businesses. Committee supported the concept of purchasing a welcome banner for the event.

### Almaguin Highlands Chamber of Commerce Update

Willy Hollett advised that the RED application for approx. \$5000 was not successful. The Board is reviewing the budget and will devise a plan to move forward with the intern position.

### **Next Meeting**

Monday, July 11, 2016 at 6:00 p.m. at the Village Office.

### **Adjournment**

The meeting was adjourned at 8:07 p.m.