

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

**MINUTES  
September 12, 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 September 12, 2016 at 6:00 p.m.

In attendance: Randy Cox; Leanne Fetterley; Dave Gray; Councillor Rosalind Hall; Councillor Lewis Hodgson; Nicky Kunkel; Dennis Sabourin; Tom Tota; Wendy Whitwell.; Gerry Spooner (FedNor)

Regrets: Councillor Rod Blakelock; Willy Hollett; Judy Kosowan.

Dave Gray called the meeting to order at 6:00 p.m.

**MINUTES**

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

**CEDO REPORT**

Dave Gray highlighted the CEDO Report dated September 12, 2016 including:

Villages of Almaguin

The brand positioning pyramid was presented as well as the plan for implementing the Villages of Almaguin across the region. By request of CAEDA, BACED will host a meeting to discuss the brand name in the Burk's Falls Council Chambers on Thursday, September 29<sup>th</sup>, 2016; to be attended by two representatives from each Economic Development Committee. Moved by Dennis Sabourin, seconded by Tom Tota, be it resolved that Lewis Hodgson and Rosalind Hall represent BACED at the meeting. (Carried)

BR&E Project Update

The report is complete and will be presented to Councils this fall. The CEDO has already initiated some actions based on the report; following the presentations a further action plan will be developed for the councils to consider.

Draft Signage Audit

Details of the draft signage audit were reviewed as well as the general recommendations. A comprehensive wayfinding signage project is very costly but a general theme could be developed and put in use as new signs are created. Regulations and restrictions for the placement

of signs were discussed. More signage to identify and welcome people to parks and beaches would be an asset.

### Draft Marketing Plan

The “Action Plan” options were reviewed. The digital sign was discussed at length as well as the impact of a BACED website. Investing in universal signage (i.e. parks/boat-launches) was proposed as an economical strategy.

Moved by Dennis Sabourin, seconded by Rosalind Hall, be it resolved that staff proceed with action item 3. Cycling Signage to a maximum of \$2000 (Carried).

Next steps: RFP for website, quotes for universal wayfinding signage, discuss signage theme, and prioritize budget items.

### Commercial Property Survey

The 2016 Commercial Property Lease Survey Summary was reviewed. It will only be available by request.

### Almaguin in Motion

BACED continues to support this initiative by creating awareness for the Ontario by Bike Network, communicating with Municipalities re: route options and signage, and assisting with sourcing locations for proposed bike racks. The CEDO provided information about *The Almaguin Classic*, a one day, 150km road cycling event in celebration of Canada 150.

### Small Business Week Event

A workshop and networking session will be held for local businesses on October 19<sup>th</sup>. The event is hosted by The Business Centre, the Almaguin Highlands Chamber of Commerce, and BACED.

### Celebrating Saw and Steam Events

To acknowledge Canada’s 150<sup>th</sup>, our three Municipalities and the Historical Society have partnered to develop a festival to celebrate the history of industry and transportation in our communities. In 2017, the Ryerson Yard Sale, Canada Day in Burk’s Falls, and Heritage Day in Armour will become part of the Saw and Steam Festival. The Ontario 150 funding application was reviewed.

### Community BBQ

The Burk’s Falls, Armour and Ryerson Volunteer Appreciation BBQ was held on September 10<sup>th</sup>. A full report will be presented at the September 26<sup>th</sup> Tri Council meeting.

### Business Interactions Update

The business interaction data from May 2016 through September 2016 was presented.

**NEW BUSINESS**

The CEDO will be attending the EDAC Annual Conference in the third week of October.

**Next Meeting**

Monday, October 3, 2016 at 6:00 p.m. at the Village Office.

**Adjournment**

The meeting was adjourned at 8:04 p.m.