

October 15, 2014

Township of Machar Municipal Office

Present: Sundridge – Bill deVries
Strong – Merlyn Snow
South River – Jim Coleman, Jeff Dickerson
Machar – Doug Maeck, Ron Bennison
Business Reps – Gary McLaren, Jennifer Farquhar (left at 10:45 a.m.)
MNDM –
FedNor – Gerry Spooner

Absent: John Newstead, Elgin Schneider, Carole Mantha

Delegates: Todd Lucier, Northern Edge Algonquin (left at 10:00 a.m.)

Staff Present: Caitlin Haggart – Recording Secretary
Kim Dunnett – Office Administrator - Strong
Adam Killah - Economic Development Intern

The meeting was called to order at 9:00 a.m. by Chair Jim Coleman.

Resolution 2014-59

Moved by: Merlyn Snow

Seconded by: Ron Bennison

Be it resolved that this committee does hereby amend the October 15, 2014 agenda to include Todd Lucier as a delegate. **Carried**

Delegation: Mr. Lucier explained about event hosted “What Matters & Why” by Almaguin Umbrella on May 22 that had 75 attend at the Highlander Brewery. A smaller group was formed to have a survey completed. He provided the committee with a copy of a newsletter which contained the results of the survey and details on the new project to streamline flow of information to the public, attached. With the organization of information he feels this could make more successful events in the area that is consumer focused. The project would take two years at a cost of approximately \$80,000.00. To date they have \$1,000.00 in funds raised and are partnering with Explorers Edge for potential funding. Mr. Lucier will bring forward a more complete plan and financials in the New Year to present to the committee and area councils. PARC will be the coordinator of the project, but will need some help from the area EDOs to maintain the information. The Chairman advised Mr. Lucier to check into liability and insurance as they were problems for PARC in the past.

Resolution 2014-60

Moved by: J.A.K. Dickerson

Seconded by: Bill deVries

Be it resolved that this committee does hereby support the Association for the Promotion of Arts, Recreation and Culture (PARC) working with community partners to make the Almaguin Community Umbrella Project happen, in principle. **Carried**

General Discussion:

NOHFC Update – No update

FedNor Update – No update to be shared, however the Chairman inquired if there is presently any funding available for a Community Improvement Plan, such as façade improvements. Gerry Spooner stated that FedNor has nothing available at this time.

Business Rep Report – Gary McLaren submitted a Business Rep Report to members and updated them on the plan for the Christmas Shop Local Promotion. Concerns were brought forward regarding duplication of vouchers. A suggestion was brought forward about using a watermark process to elevate the problem. The promotion would provide good tracking of data, which would be useful to the businesses. There is a potential of this promotion becoming an annual event, but self funded possibly partnered with RTO-12. Gerry Spooner placed a call to Ron Begin to clarify the funding requirements related to this project and he advised that only the marketing and promotion would be approved. ABC would be responsible to form a plan for FedNor to review before moving forward, administering of the promotion and the funding of the vouchers.

Resolution 2014-61

Moved by: Doug Maeck

Seconded by: Merlyn Snow

Be it resolved that this committee does hereby financially support the Central Almaguin Shop Local Christmas Campaign for the promotion and marketing costs only. And that all expenses relating to these costs shall be invoiced to and paid by the Township of Strong on behalf of CAEDA.

Carried

Intern Report – Adam updated the members on the Multi Cultural Centre and Employment North meeting held at Caswell's. Employment North is willing to make a presentation to CAEDA in the New Year. Adam reviewed his attendance to different meetings/seminars, such as Celebrate Ontario funding workshop, AHED meeting, Almaguin Umbrella meeting, Sunflower Committee meeting and ABC meeting. Adam had met with representatives from Denovo regarding the use of space for a specialist and transportation for members of the public. Members also stated there is space in South River and Sundridge medical centres as well. Adam stated he has promotional material for Humaniqua, this information will be shared with the businesses. He has met with Rick Evans and will continue to meet once a month. Rick has stated that he will only require mileage from North Bay to be paid on behalf his mentoring of the Adam. Adam has been in contact with Canadore College and they are willing to partner to have a student help with website design for businesses that require assistance. Adam inquired about meeting with local golf courses in the area to see if partnerships could be formed. Gerry Spooner advised there is possible funding for this collaboration through FedNor. Adam inquired if he could attend the Ontario Bike Conference in Parry Sound and members thought this would be beneficial and encouraged him to focus on funding opportunities while attending. Adam has made contact with

McSweeney & Associates regarding the NCIR documents and he is awaiting a return call to move forward with the information.

Correspondence:
No correspondence

Adoption of Minutes:

Resolution 2014-62

Moved by: Ron Bennison

Seconded by: Bill deVries

Be it resolved that this committee does hereby adopt the minutes of regular meeting of September 17, 2014, as circulated.

Carried

Approve CAEDA Expenses:

Resolution 2014-63

Moved by: Doug Maeck

Seconded by: Merlyn Snow

Be it resolved that this committee does hereby approve expenses between September 18, 2014 and October 15, 2014 in the amount of \$185.18, and authorize the administrator to issue cheques for the same.

Carried

New Business:

The members discussed the new Council coming in. They also discussed the future of the JBC and ways to obtain financial savings.

Adjournment:

Resolution 2014-64

Moved by: Doug Maeck

Seconded by: J.A.K. Dickerson

Be it resolved that this committee does hereby adjourn at 11:30 a.m. until the next regular meeting November 19, 2014 at 9:00 a.m. at the Village of South River Municipal Office, or at the call of the Chair.

Carried

.....

Chair, Jim Coleman

.....

Recording Secretary, Caitlin Haggart