

January 19, 2015
Township of Strong Municipal Office

- Present:** Sundridge – Lyle Hall, Don Richardson
Strong – Christine Ellis
South River – Jim Coleman, Sharon Smith
Machar – Lynda Carleton, Bart Wood
Joly – Bruce Baker, Chris Nicholson
Business Reps – Luke Preston, Jennifer Farquhar
Community Resource Rep -
MNDM – Carole Mantha
FedNor – Ron Begin
- Absent:** Les Blackwell, Merlyn Snow, Gary McLaren
- Guests:** Willy Hollett, Emilio Foffano, Tom Rutledge, Tim Hainsworth, Nghe Tran
- Delegates:** Jeff Carter – Hunter’s Bay Radio
- Staff Present:** Linda Maurer – Clerk/Treasurer - Township of Strong
Kim Dunnett – Recording Secretary
Adam Killah - Economic Development Intern

The meeting was called to order at 5:30 p.m. by Chair Jim Coleman.

Delegations:

Jeff Carter gave background information on Hunters Bay Radio, stating they have been online since 2009. Jeff spoke about Hunter’s Bay Radio’s CRTC licence parameters, stating they are licenced as far north as South River and south to Washago. Hunters Bay Radio currently operates with volunteers and recently has hired a sales executive and reporter. Hunter’s Bay Radio does a variety of stories for example sports, political, news and etc... Previously they had a segment on “Eye on Almaguin”, but it was discontinued due to getting materials for shows, as people had to travel to Huntsville for the recordings. The Celebrate Almaguin ads were broadcast through Hunter’s Bay Radio for the Christmas Shop Locally Program. Jeff would like the committee to consider a broadcast from Almaguin similar to the one they do in Bracebridge from the University campus. Jeff stated they would need a quiet space, volunteers and equipment. As a suggestion of the Almaguin Highlands Secondary School was put forth, as they may currently have a similar setup. Adam Killah will explore and get further information regarding the school’s capabilities. The approximate cost for starting a satellite location would be \$20,000.00, with equipment cost being approximately \$10,000.00 included in this cost. The broadcast is done live in real time over the internet through the Huntsville studio. Jeff would like the committee to consider having a satellite location in the Almaguin area and supporting the

financial cost, as well as help arranging for some volunteers. Carole Mantha spoke to Jeff about possible funding opportunity and encouraged him to contact her at a later time to discuss

this option. Jeff explained to the committee about a program they organized called Cash Mob and how this program was received. The committee members suggested that maybe a trial broadcast could be done from the Huntsville station. Jeff thanked the committee members for listening and further discussion with the committee will take place at the next meeting.

General Discussion:

NOHFC Update: Regional Business Expansion & Retention Project – Carole Mantha started her presentation by showing a video clip outlining a BR&E Program and its benefits. A handout was circulated. Various partnerships and volunteers are an important part of the project. Carole explained that you can focus on businesses from prior studies. The Almaguin Highlands Chamber of Commerce has offered to take the lead for the RED Funding application, with support from other partners. Carole stated there are tools, software and training provided for the program. The RED funding application must be submitted by January 30, 2015.

Resolution 2015-01

Moved by: Lyle Hall

Seconded by: Bruce Baker

WHEREAS Economic and Business Development is a clear mandate of the Central Almaguin Region;

AND WHEREAS CAEDA has been invited to participate in a Regional Business Retention and Expansion Project (BR&E);

AND WHEREAS a BR&E is a community based volunteer driven project involving a variety of people with an overall goal of visiting businesses to identify needs and concerns that enable businesses to retain or create jobs;

NOWTHEREFORE BE IT RESOLVED that CAEDA recommends that the member municipalities participate in this project including providing a financial contribution of up to \$1000.00 each municipality for the total cost of \$5000.00 to be used to hire a BR&E consultant to lead and implement the project. **Carried**

FedNor Update: Ron Begin updated the committee members on the CIINO application process. Linda Maurer, Clerk/Treasurer from the Township of Strong reviewed the budget for the CIINO application. Each municipality would be required to pay \$5,000.00 per year for three years for a total of \$15,000.00. Linda explained that an Economic Development Officer is a long term commitment, not just a three year project, which should be considered for future long term economic sustainability. Ron Begin commented that there it may be possible to get funding support from NOHFC as well. Ron will continue to work together with Adam and Linda to ensure the application is completed.

Resolution 2015-02

Moved by: Don Richardson

Seconded by: Lynda Carleton

Be it resolved that this committee does hereby recommend the Township of Strong submit an application for Community Investment Initiative for Northern Ontario (CIINO) on behalf of CAEDA.

Carried

Business Rep Report: Luke Preston spoke about getting support from Canadore College with his needs regarding how to prepare a business plan and other various business requirements. Carole Mantha explained that the Business Centre will provide support to businesses as well and are a source of good support to business owners. A discussion about the business reps having an official vote on CAEDA committee took place. A further discussion will continue at the next meeting, after further investigation by the secretary is completed.

Intern Report: Adam Killah updated the committee members on the Celebrate Almaguin promotion speaking about the recent photo shoot that was done by the Almaguin News with the winners and CAEDA group. Adam reviewed his written report that was previously submitted to committee members. Adam suggested that the Air Park would be a good discussion for a future Agenda, provided an update on the meeting with Tony Clement and local businesses and discussed combining the Trade Show and FAB 2014 to make one event for the Almaguin Region. A comparison was discussed about the difference between the two events and how they could be combined to compliment each other. A planning committee was struck and the following individuals volunteered Jennifer Farquhar, Luke Preston, Tim Hainsworth, Emilio Foffano, Lyle Hall and Adam Killah. Everyone is welcome to join this planning committee. The Age Friendly Communities Grant application was discussed and partnering for this application was suggested for the CAEDA members, with input from the Sundridge Happy Gang and South River Seniors group.

Resolution 2015-03

Moved by: Lynda Carleton

Seconded by: Don Richardson

Be it resolved that this committee does hereby approve Adam Killah to apply for an EDAC Membership at the cost of \$214.00 plus applicable taxes.

Carried

Resolution 2015-04

Moved by: Bruce Baker

Seconded by: Chris Nicholson

Be it resolved that this committee does hereby approve the registration of Adam Killah for the EDAC Year 1 Course – Fundamentals of Community Economic Development in Waterloo on April 26-May 1, 2015.

Carried

Resolution 2015-05

Moved by: Bart Wood

Seconded by: Sharon Smith

Be it resolved that this committee does hereby support submitting an application with SAHED and Almaguin Chamber of Commerce to the RED Funding for the annual Trade Show in principle.

Carried

Resolution 2015-06

Moved by: Sharon Smith

Seconded by: Lyle Hall

Be it resolved that this committee does hereby approve a financial contribution in the amount of \$400.00 to help support Showcase Almaguin.

Defeated

Resolution 2015-07

Moved by: Chris Nicholson

Seconded by: Lyle Hall

Be it resolved that this committee does hereby recommend the Township of Strong submit an application for the Age Friendly Communities grant on behalf of CAEDA.

Carried

Budget/Work Plan Sub-Committee: A sub-committee was discussed and the following volunteered; Christine Ellis, Jim Coleman, Lyle Hall. Adam Killah and Kim Dunnett will attend to help with any information required.

Terms of Reference: The terms of reference was discussed and will be looked at further at the March 16, 2015 CAEDA Meeting.

Correspondence: None

Adoption of Minutes:

Resolution 2015-08

Moved by: Bart Wood

Seconded by: Sharon Smith

Be it resolved that this committee does hereby adopt the minutes of regular meeting of December 18, 2014, as circulated.

Carried

Approve CAEDA Expenses:

Resolution 2015-09

Moved by: Christine Ellis

Seconded by: Bruce Baker

Be it resolved that this committee does hereby approve expenses between December 19, 2014 and January 19, 2015 in the amount of \$1,621.80, and authorize the administrator to issue cheques for the same.

Carried

New Business: None

Adjournment:

Resolution 2015-10

Moved by: Don Richardson

Seconded by: Lynda Carleton

Be it resolved that this committee does hereby adjourn at 8:05 p.m. until the next regular meeting March 2, 2015 at 5:30 p.m. at the Strong Township Municipal Office, or at the call of the Chair.

Carried

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Chair, Jim Coleman

Recording Secretary, Kim Dunnett