

**April 20, 2015**  
**Township of Strong Municipal Office**

**Present:** Sundridge – Lyle Hall, Russell Becker  
Strong – Christine Ellis, Les Blackwell (5:40 pm)  
South River – Jim Coleman, Sharon Smith  
Machar – Lynda Carleton, Bart Wood  
Joly – Bruce Baker, Chris Nicholson  
Business Reps – Gary McLaren, Luke Preston  
Community Resource Rep – Merlyn Snow  
MNDM – Carole Mantha  
FedNor – Gerry Spooner

**Absent:** Ron Begin, Jennifer Farquhar

**Guests:**

**Staff Present:** Kim Dunnett – Recording Secretary  
Adam Killah - Economic Development Intern

The meeting was called to order at 5:30 p.m. by Chair Jim Coleman. Introductions were made to the new representative from the Village of Sundridge.

**Delegations:**

**Al Bottomley – Adult Education:**

Al Bottomley did not attend, but Chair Jim Coleman gave a brief overview to what Al was coming to speak about. Jim stated Al Bottomley was looking for the number of adults in each municipality that would be interested in getting credits/courses towards completing a high school diploma. If possible the municipalities could send out a survey or inquire to their residents to see if it would be of interest. A suggestion of having a survey form provided by Al Bottomley or the Near North District School Board would be more beneficial, so that there is consistency from each municipality. Jim Coleman did say the Village of South River was willing to provide space for such a program. Jim will invite Al Bottomley to the next meeting for further clarification.

**Garvin Cole – North Bay & District Multicultural Centre:**

Garvin Cole did not attend, but Adam Killah explained he was coming to introduce himself and give a brief overview of what the North Bay Multicultural Centre has to offer.

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### **Emilio Faffano – Almaguin Highlands Chamber of Commerce:**

Emilio Faffano attended to get clarification on a previous resolution passed by CAEDA. Emilio stated that the FAB15 is a joint shared venture. Emilio asked for an explanation regarding funding amount provided by CAEDA and what was expected as far as profits, if the RED application was successful. At this time there was no update on the RED application process. There was a discussion on last year's Trade Show that CAEDA was involved in. An explanation on how funding was provided and how profits were dealt with. As per CAEDA's Resolution #2015-12 a financial contribution of \$4500.00 would be provided to the FAB15 Festival. It was discussed the remainder of the funds from the previous Trade Show would be held over for future events. A discussion on how profits would be dealt with took place, after the expenses are paid then a percentage of the profits would come back to CAEDA up to \$4500.00, to be retained for future events. A Financial Report will be required upon the completion of the FAB15 Festival presented to CAEDA. A question was put forward on what other financial contributions would be secured for the FAB15. The revenue would be provided by vendor fees, t-shirt sales and CAEDA contribution to offset the expenses. Emilio will update the Chamber members and discuss the expectations of CAEDA's financial contribution. Les Blackwell and Chris Nicholson will meet with the Almaguin Chamber of Commerce to further discuss financials.

### **General Discussion:**

MNDM Update: Carole Mantha updated the group on the Business Retention & Expansion project. A further explanation of what the BR&E project consists of was inquired about and Carole explained how the BR&E works and its benefits. Carole informed the representatives that a set series of questions are provided from the province to help analysis the results. The Almaguin Chamber of Commerce is the lead on this project and has interviewed three possible candidates, but no decision has been made at this time. Funding for this project will come from the RED application, NECO and the remaining 50% of the cost from the participating municipalities. Funding will go directly to the Almaguin Chamber of Commerce to be disbursed. Carole stated that the BR&E Plan is one of the most popular tools for Economic Development for a reasonable cost. Carole asked going forward how CAEDA would like to be advised on this project. CAEDA Chair confirmed that an email to the secretary would be sufficient. Carole commented that the CAEDA website should be updated with Joly's information.

FedNor Update: Gerry Spooner stated the Federal Budget will be coming down. Gerry has no update on the CIINO Application at this time, it is still being assessed and a decision is anticipated soon. Gerry updated everyone on Ron Begin's progress.

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**Business Rep Report:** The business reps updated the group on the progress for the FAB15 Festival, stating the event is only one month away.

The Sunflower Festival planning is progressing well and another successful year for the event is expected. The Sunflower and Triathlon event attracted approximately 6, 000 people in 2014. The Sunflower Committee is looking into possible various places for camping to accommodate visitors. The two events share promotion and planning to work together for a productive outcome.

The Celebrate Almaguin theme and logo is being incorporated into as many place as possible. It was discussed by ABC members about having a possible contest on Facebook, having users show the ways they Celebrate Almaguin, maybe a good idea for promotion.

A question was put forward about previous talk regarding voting rights for business members. A further discussion will take place this fall and the Terms of Reference will be considered for amendment at that time.

Business is starting to ramp up and the business owners are looking forward to a busy summer.

**Intern Report:** Adam Killah reviewed key highlights from his written report. The Hunter's Bay Radio interviews have been very interesting, members can listen live online at [muskokaonline.com/huntersbayradio](http://muskokaonline.com/huntersbayradio) or on the radio at 88.7 on Mondays at 3:30 pm.

Adam spoke about new promotional/marketing materials recently purchased. Adam explained that there are two sets displays; one set has the CAEDA logo and the second set has the Celebrate Almaguin logo. The Celebrate Almaguin display can be on loan to groups, businesses or events with a deposit secured in case of damages. Adam invited everyone to view the CAEDA display after the meeting was adjourned.

**Correspondence:**

Township of Strong: Administration Fee – CAEDA members reviewed the letter from Strong Township and noted the change in administration fee to \$350.00 per month effective April 1, 2015, due to an extra expense, since the change of meeting times requires staff to stay late.

**Adoption of Minutes:**

**Resolution: 2015-20**

**Moved by:** Les Blackwell

**Seconded by:** Chris Nicholson

Be it resolved that this committee does hereby adopt the minutes of regular meeting of March 2, 2015, as circulated.

**Carried**

**Approve CAEDA Expenses:**

**Resolution: 2015-21**

**Moved by:** Lynda Carleton

**Seconded by:** Les Blackwell

Be it resolved that this committee does hereby approve expenses between March 2, 2015 and April 20, 2015 in the amount of \$13,511.08 and authorize the administrator to issue cheques for the same.

***Carried***

**New Business:**

Chair Jim Coleman gave a brief update on the past and present situation in regards to Ornge Air Ambulance. EMS Rep for the area spoke about the upcoming meeting with Ornge attending to do a presentation. The Ems Rep will provide a report and send it to the Clerks for the municipalities he represents after the meeting.

Chair Jim Coleman provided members with a list of possible goals, put together by the sub-committee. It was discussed and the list needs to be prioritize. Adam Killah will contact with Rick Evans to meet with him and the sub-committee to seek help organizing and prioritizing the different goals. A suggestion to take existing strategic plans to the meeting with Rick would be beneficial. Once Adam, Rick and the sub-committee have worked with the goals set, it will be brought to the group. Various locations was discussed for an Information Centre. It would be best suited located along Highway 124 before Sundridge, or a rental space may be an option at the entrance of Sundridge as well.

**Next Meeting:** Monday, June 1, 2015

**Adjournment:**

**Resolution: 2015-022**

**Moved by:** Christine Ellis

**Seconded by:** Chris Nicholson

Be it resolved that this committee does hereby adjourn at 7:57 p.m. until the next regular meeting June 1, 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**

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**Recording Secretary, Kim Dunnett**