

May 5, 2016
Township of Strong Municipal Office

Present: Sundridge – Don Richardson
Strong – Les Blackwell
South River – Teri Brandt
Machar – Neil Scarlett
Joly – Chris Nicholson
Business Reps – Luke Preston
MNDM – Carole Mantha
FedNor – Ron Begin

Absent: Lynda Carleton, Sharon Smith, Jennifer Farquhar, Gary McLaren

Guests: None

Delegates: Denis Bizzotto – Maple Sugar Lane Development
Dave Gray – “Villages of Almaguin”

Staff Present: Kim Dunnett – Recording Secretary
John Santarossa – EDO

The meeting was called to order at 5:31 p.m. by Chair Les Blackwell.

Resolution 2016-26

Moved by: Don Richardson

Seconded by: Chris Nicholson

Be it resolved that this committee does hereby amend the May 5, 2016 agenda to include FICE as a discussion item.

Carried

Delegations:

Denis and Martina Bizzotto attended the CAEDA meeting to request feedback on a property they purchased. Various suggestions were given to move forward with the property. MNDM representative Carole Mantha gave direction with helpful resources, she will assist the property owners with this. BAR EDO made a suggestion of doing a public survey, as this may give assist with their decision. It was stated that the Business Centre would be a valuable support as well.

Dave Gray – “Village of Almaguin”: BAR EDO, Dave Gray reviewed a report he drafted for CAEDA member’s consideration. Dave explained how a regional marketing plan came about and its benefits to moving economic development forward. “The Villages” came from past documents, including the CAEDA 2009 Strategic Plan. The idea is to market

the region as a whole, which would have many benefits to all participants. Dave stated there is a possible 13 municipalities that could participate, as for now it is pay to play at this point. A resolution supporting this project in principle would be all that is required for now. Chair stated important details moving forward are;

- What are we trying to sell
- Who are we targeting
- What is the median

The different members felt that “The Village of Almaguin” may be too lengthy of a branding concept and suggested to shorten it to “The Village”. The plan is to work together and find a path to start off slowly and build on jointly.

Dave Gray would like to revive the local EDO’s meeting once per month again to share ideas and to partnership on projects where it can be accomplished.

General Discussion:

FedNor Update: No update

MNDM Update: No update

AHCC Rep Report: Luke Preston reported the community guide is moving forward and going to print this week. Luke had a chance to see the cover of the guide and he stated it looks amazing. The FAB16 planning is going good and the event is being well promoted. AHCC is in the planning stages of a future business gala.

EDO Report: EDO reviewed his May report with members giving updates on the following;

- BR&E
- Business Directories
- Website
- Cycling Meeting
- Planned/Upcoming Events

FAB16 Financial Support: The members reviewed their previous decision and passed a resolution accordingly.

Resolution: 2016-27

Moved by: Chris Nicholson

Seconded by: Don Richardson

Be it resolved that this committee does hereby approve a financial contribution in the amount of \$1500.00 to be used for advertising of the FAB16 event. A financial statement shall be submitted to CAEDA within sixty (60) days of the event. **Carried**

Invest in Central Almaguin: The EDO presented a flyer on an event he would like to host about investing in Central Almaguin to show what the area has to offer. The EDO has decided that the date proposed was not going to work, but perhaps a later date maybe better. A suggestion was put forward to have it at the Sunflower Festival.

Almaguin in Motion (AIM) – Bike Routes: The EDO reviewed the cycling material that was shared by KKPM Intern. A letter of support was requested in order to move forward. It was requested that the CAEDA EDO get a sample resolution. Canada 150 funding was suggested for signage. Conducting a feasibility study would be beneficial as well.

FICE: EDO explained the procedures of FICE and the benefits of taking part in this program. Usually five or six people participate in the exchange with a budget of \$400-\$500. CAEDA members agreed this would be a good project.

Correspondence: None

Adoption of Minutes:

Resolution: 2016-28

Moved by: Don Richardson

Seconded by: Luke Preston

Be it resolved that this committee does hereby adopt the minutes of regular meeting of April 21, 2016, as circulated.

Carried

Approve CAEDA Expenses:

Resolution: 2016-29

Moved by: Chris Nicholson

Seconded by: Neil Scarlett

Be it resolved that this committee does hereby approve expenses between April 8, 2016 and May 5, 2016 in the amount of \$1,230.86, and authorize the administrator to issue cheques for the same.

Carried

New Business:

The Chair ensured the change of venue and the date of June 15, 2016 for the Public Strategic Planning session was suitable with group. The session will run from 7:00 to 8:30 pm with light refreshments being served.

EDO stated there will be a tourism roundtable at Caswell Resort on June 3, 2016 from 10:00 am to 12:00 pm. A partnership has been formed with AHCC and RTO12 for this session. MP and MPP for this area has been asked to attend.

The Secretary updated and discussed with the members on the following;

- EDCO membership
- Budget line changes
- Excess cell phone

Next Meeting: Thursday, June 2, 2016 – 5:30 pm

Adjournment:

Resolution: 2016-30

Moved by: Chris Nicholson

Seconded by: Teri Brandt

Be it resolved that this committee does hereby adjourn at 7:17 p.m. until the next regular meeting June 2, 2016 at 5:30 p.m. at the Strong Township Municipal Office, or at the call of the Chair.

Carried

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Chair, Les Blackwell

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Recording Secretary, Kim Dunnett