

**October 6, 2016**  
**Township of Strong Municipal Office**

**Present:** Sundridge –  
Strong – Les Blackwell  
South River – Sharon Smith  
Machar – Lynda Carleton  
Joly –  
Business Reps – Jennifer Farquhar, Willy Hollett  
MNDM – Carole Mantha  
FedNor – Ron Begin

**Absent:** Don Richardson, Chris Nicholson

**Guests:** None

**Delegates:** None

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

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

**General Discussion:**

FedNor Update: No Update at this time.

MNDM Update: Carole Mantha wanted to take the time to thank ~~the CAEDA EDO, John Santarossa for all his efforts~~ for the position funded to work on the BR&E project. Carole Mantha continues to meet with various individuals regarding funding applications for Celebrate Ontario. Business visits for Central Almaguin will be continued.

AHCC Rep Report: Willy Hollett reported on the BR&E stating he will be meeting with all participants in the program. The Chamber is considering striking a committee to assist in applying the BR&E results. The Chamber wants to continue to partner, communicate and work together in the future. Carole Mantha brought forward a previous suggestion to hire a NOHFC intern and a seasoned individual under CCP, to help support Chamber initiatives and help implement BR&E results. Perhaps partnering, like it was done on the BR&E project, for an intern would be very beneficial.

Jennifer confirmed everyone received an invitation to the Almaguin Highlands Chamber of Commerce AGM, directors are still needed.

EDO Report: John Santarossa updated the members on Kent Trusses. Ron Begin gave a brief report on the status of the employees. CAEDA EDO continues to do follow-ups from the BR&E, as well as outreach to all businesses. The Film Forum John attended was good. Pitches were given from various people like producers, scouts etc... John Santarossa discussed with the group purchasing aerial video/photography, promotional pens and a Small Business event. A request was made to have the EDO investigate further the cost of having the aerial video/photography linked to the website.

**Resolution: 2016-51**

**Moved by:** Sharon Smith

**Seconded by:** Lynda Carleton

Be it resolved that this committee does hereby approve the purchase of aerial videos and photography from Opspeculate at a total cost of \$500.00, to enhance CAEDA's website.

***Carried***

**Resolution: 2016-52**

**Moved by:** Sharon Smith

**Seconded by:** Lynda Carleton

Be it resolved that this committee does hereby approve the purchase of pens from 4Imprint at a total cost of \$500.00.

***Carried***

**Resolution: 2016-53**

**Moved by:** Sharon Smith

**Seconded by:** Lynda Carleton

Be it resolved that this committee does hereby approve a joint event for Small Business Week with the Canadian Federation of Independent Business at a total cost of \$155.00.

***Carried***

**Community Hub:**

The Chair gave an overview of what a Community Hub consists of and what it provides for the area. MNDM could play a part depending on the specifics. The proposed Sundridge Community Hub was discussed, as well as the benefits it could bring for CAEDA. The committee members reviewed the draft letter of expression of interest to have the EDO office in the hub building.

**Correspondence:**

The Secretary gave a brief overview of MPAC Billboards assessments, stating assessments only occurs on private property, not MTO property.

### **Adoption of Minutes:**

#### **Resolution: 2016-54**

**Moved by:** Willy Hollet

**Seconded by:** Sharon Smith

Be it resolved that this committee does hereby adopt the minutes of regular meeting of September 1, 2016, as circulated.

***Carried***

### **Approve CAEDA Expenses:**

#### **Resolution: 2016-55**

**Moved by:** Sharon Smith

**Seconded by:** Lynda Carleton

Be it resolved that this committee does hereby approve expenses between September 2, 2016 and October 6, 2016 in the amount of \$814.13, and authorize the administrator to issue cheques for the same.

***Carried***

### **New Business:**

CIINO project description and key activities were reviewed and discussed. Ron Begin gave his input to clarify goals and objectives.

The BR&E hard copy version was discussed. Hard copies have been given to the EDO for distribution for each member of CAEDA. Willy Hollet commented an electronic version is available as well.

~~Villages of Almaguin~~ A regional marketing concept has been supported by the Chamber and is moving forward, as a marketing tool for the region. CAEDA previously gave their opinions and comments. CAEDA members request a group meeting to discuss the concept further. CAEDA does support a regional marketing plan, but however is not sure about the proposed branding. In order to have the regional marketing concept recognized partnerships are key.

**Next Meeting:** Thursday, November 3, 2016 – 5:30 p.m.

A short break was taken from 6:55 pm to 7:05 pm for refreshments.

### **Strategic Planning Session:**

The group collectively worked together to organize and prioritize goals to update the Strategic Plan. The Chair recorded the information on his laptop and will distribute to everyone.

**Closed Session:**

**Resolution 2016-56**

**Moved by:** Sharon Smith

**Seconded by:** Lynda Carleton

Be it resolved that this committee does hereby move into closed session at 19:47. under Subsection 239(2)(d) of the Municipal Act to consider a matter involving “Labour Relations or Employee Negotiations” – Employee Evaluation. **Carried**

The Committee resumed its regular meeting at 20:31. The Chair reported that the committee did discuss the matters it was permitted to under the resolution authorizing the public exclusion.

**Resolution: 2016-58**

**Moved by:** Lynda Carleton

**Seconded by:** Sharon Smith

Be it resolved that this committee does hereby notify EDO, John Santarossa that he has completed his probationary period. **Carried**

**Adjournment:**

**Resolution: 2016-59**

**Moved by:** Sharon Smith

**Seconded by:** Lynda Carleton

Be it resolved that this committee does hereby adjourn at 20:35 until the next regular meeting November 3, 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**