

December 1, 2016
Township of Strong Municipal Office

Present: Sundridge – Don Richardson
Strong –
South River – Sharon Smith
Machar – Lynda Carleton
Joly – Chris Nicholson
Business Reps – Jennifer Farquhar, Luke Preston
MNDM – Carole Mantha
FedNor –

Absent: Les Blackwell, Ron Begin

Guests: None

Delegates: Don Priest, IPM President & Cathy Lasby, IPM Executive Director -
International Plowing Match bid (**Conference Call**)

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

The meeting was called to order at 5:30 p.m. by Vice Chair Don Richardson.

Delegations:

A conference called was placed to Don Priest and Cathy Lasby to review the International Ploughing Match guidelines. EDO explained the outline on how the ploughing match operates. Next possible bid would likely be for 2020/2021. Cathy Lasby spoke about the economic impact on the area, approximately 75,000 people attend each year. The event runs from Tuesday to Saturday in September, but access is required starting in July. Accommodations are important, there is approximately 1200 to 1400 sites in the RV and tent area, as well as people will use local hotels and cottages. There are certain requirements considered in order to award the bid, but these requirements can be a bit flexible. Cathy Lasby outlined the conditions stating the land needed to be flat, well drained and road access, but the land does not necessarily needed to be joined it could be a few miles apart. The Ploughing Match organization is well prepared with equipment such as; tents, water lines and treatment plant and etc... It is important that there is 3 phase power located to the property, a partnership has been formed with Hydro One to perform in kind services for the wiring to manage the event. Chris Nicolson gave an overview of the land and soil in the area, it is preferred to have mix ground with no rock. Private owners are compensated for use of their land. Cathy spoke about having two

committee's setup, each having their own budget (local & provincial). Volunteers from the area will be necessary for the local committee to help organize the event. First step would be to determine land configuration, then Cathy and Don would come and inspect the site. Some of the members will work with EDO to investigate their options further and then act in response.

General Discussion:

FedNor Update: No Update

MNDM Update: Carole Mantha gave a brief report on the Brewery Grand Opening stating it was a great success. The Succession Planning session sponsored by the RBC was very successful, it tied back to the BR&E project signifying progress. Carole talked about the SNAPP Program, which is coordinated by RAIN and funded by FedNor. SNAPP will provide a grant up to \$5000 at 75% cost share, deadline is December 2016.

AHCC Rep Report: Jennifer Farquhar commented that the Succession Planning session was well received. One question that was not resolved was how to find buyers. Luke Preston recommended perhaps a follow up session could be arranged to provide more information. A suggestion was made to have it during Small Business week. Jennifer invited everyone to the Chamber Christmas social on December 12 at Ha's Restaurant at 6 pm. The Chamber is currently working on getting their Strategic Plan completed. The business membership for the Chamber is in the process of changing the term from starting in March to January instead. The Almaguin Highlands Chamber of Commerce is looking forward to another successful year in 2017.

EDO Report: The EDO reviewed key highlights of his report presented. EDO stated that business outreach is going well and has visited over 100 businesses.

Correspondence: None

Adoption of Minutes:

Resolution: 2016-65

Moved by: Lynda Carleton

Seconded by: Chris Nicholson

Be it resolved that this committee does hereby adopt the minutes of regular meeting of November 3, 2016, as circulated.

Carried

Approve CAEDA Expenses:

Resolution: 2016-66

Moved by: Lynda Carleton

Seconded by: Sharon Smith

Be it resolved that this committee does hereby approve expenses between November 4, 2016 and December 1, 2016 in the amount of \$743.57, and authorize the administrator to issue cheques for the same. ***Carried***

New Business:

The Vice Chair wanted to acknowledge and give the committee's appreciation to the FedNor and MNDM reps Ron Begin and Carole Mantha for their ongoing support and valued contribution to the CAEDA meetings.

Sharon Smith gave an update on a meeting she attended for the Regional Marketing Plan. Sharon feels a resolution of support should be put forward. Carole Mantha suggested putting in an application with NOHFC for the Regional Marketing proposal. This is not typical eligible criteria, but being it is a regional project it would be worth submitting an application. The regional marketing plan is to bring commonality, but still keeping each municipalities own identity. A decision was made to defer the resolution until the January 2017 meeting.

Sharon Smith wanted to remind everyone about the Still Standing comedy show at Almaguin Highlands Secondary School on Saturday, December 10, 2016. The show should air on TV in the late springtime.

The Secretary informed the committee members that she will be unable to attend the regular January 2017 CAEDA meeting. There are two options; either change the meeting date or an alternate employee from the Strong office will perform the secretarial duties for the January meeting. Due to the difficulties of rescheduling a meeting the committee decided an alternate employee from Strong will be acceptable.

Vice Chair, Don Richardson stated his movie idea from the previous meeting didn't work out, but he has an alternate plan that involves taking various scenic shots, so that a portfolio can be organized for film companies to consider locations in all the municipalities. Don will communicate with each municipality when the photos are going to be taken and keep everyone informed on the progress.

Next Meeting: Thursday, January 5, 2017 – 5:30 p.m.

Strategic Planning: Deferred until January 5, 2017 regular meeting.

Adjournment:

Resolution: 2016-67

Moved by: Chris Nicholson

Seconded by: Lynda Carleton

Be it resolved that this committee does hereby adjourn at 6:45 p.m. until the next regular meeting January 5, 2017 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