

Central Almaguin Economic Development Association

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June 12, 2013

Public Branding Meeting: South River – Machar Arena 7:00pm

Present: Sundridge – Elgin Schneider, Lawrie Vincer
Strong – Merlyn Snow
South River – Jim Coleman
Machar – Doug Maeck, Ron Bennison
Ministry of Northern Development, Mines – Carole Mantha
Sofa Communications – Mike Anthony
Sofa Communications – Jason Sanderson
Sofa Communications – Ben Dick

Staff Present: Angela Edison – Recording Secretary
Caitlin Haggart – Recording Secretary
Laura McNeice – Economic Development Intern

Various members of the community, business community and media were in attendance.

Laura McNeice opened the meeting at 7:00pm to welcome those attending and introduce Sofa Communications, who were presenting on CAEDA's branding process.

Mike Anthony took the floor and went through a PowerPoint presentation, highlighting the following:

1) What CAEDA has been doing:

Sofa outlined history of CAEDA accomplishments which include:

- Lobbying the Ministry of Transportation to allow signage on the new Highway 11 – this was accomplished and signage is permitted;
- Road Maintenance;
- Creating a Strategic Plan to guide goals/objectives;
- Lobbying the Province for various situations which affect this region i.e. Medical Care;
- Moving forward CAEDA is wanting to improve on communication within the region.

Mr. Anthony also outlined the difference between a Chamber of Commerce, and Economic Development in order to properly display what CAEDA's function is (a policymaker who promotes a certain standard of living within a community).

2) New Brand:

- CAEDA is currently at the branding stage – this must be done before marketing can move forward. The goal was to create a brand for the area, similar to Muskoka, and use that brand as a marketing tool.
- Brand was revealed to the group (below): CAEDA put the request out to various companies in the Fall of 2012 and Sofa Communications was awarded the contract.



CENTRAL ALMAGUIN

It's better here.

Sundridge • South River • Machar • Strong

- Highlights of the new brand:
 - Four distinct components working together/supporting each other as one larger image; to represent the four communities in the region;
 - Four colours that can represent the four seasons, to promote year round tourism and business;
 - The shape could represent a blooming flower; which is appropriate to the region;
 - The shape could represent a 4-leaf clover; standing for luck and good fortune;
 - White space creates a 'X'; 'X' marks the spot here in Central Almaguin. This also represents the importance of the new highway and the former maintained highway in the history and future of the region;
 - Wording is clean and strong like the region, and short and sweet like the drive here from the South;
 - The tagline, "It's better here" applies equally to all audiences: business, travel, residential and regional events.

3) Next Steps:

- Community Survey: will be provided in paper and online to businesses and residents in order to get community input on what to showcase in the marketing phase. The community is a great source for creative and unique ideas, and to gather best practice from elsewhere (what have they seen in other regions/communities that they liked).
- Marketing Strategy: a marketing plan will be created to manage and measure efforts.

Mr. Anthony concluded his presentation by asking for any group questions. An initial questionnaire (attached) was distributed to all attendees and all were asked to email responses to relax@sofacommunications.com. For any details from CAEDA, please contact Laura McNeice at 705-384-9430 or ljohnstoncaeda@gmail.com. For details on the design process, please contact Mike Anthony, Account Manager /Sofa Communications at 705-497-7632 or mike@sofacommunications.com.