

**CAEDA Meeting**  
**October 15, 2018 – 5:30 p.m.**  
**Township of Strong Municipal Office**

**Present:** Sundridge – Lyle Hall  
Strong – Jeff McLaren for Jason Cottrell  
South River - Sharon Smith  
Joly - Chris Nicholson  
AHCC Reps – Willy Hollett, Jennifer Farquhar  
ENDM – Carole Mantha  
FedNor – Ron Begin

**Absent:** Jason Cottrell

**Guest(s):** None

**Delegate(s):** None

**Staff Present:** Jolene Mathieson – Recording Secretary  
Courtney Metcalf – EDO

1. **Call to Order:** The meeting was called to order at 5:36 p.m. by Chairperson Chris Nicholson.

2. **Declaration of Pecuniary Interest:** None

3. **Approval of Agenda**  
**Resolution: 2018-052**

**Moved by:** Lyle Hall

**Seconded by:** Jeff McLaren

Be it resolved that this committee does hereby approve the October 15, 2018 Agenda as presented.

**Carried**

4. **Delegate(s):** None

5. **Discussion:**

a. **FedNor Report:** Ron Begin commended the efforts of those involved in the Many Villages, One Voice event.

**The CAEDA vision is to encourage and support economically and environmentally sustainable growth through collaboration with local partners in Central Almaguin.”**



- b. ENDM Report:** Carole Mantha thanked those involved in the Many Villages, One Voice event and indicated that if any future projects arise from the event that there may be funding available. FEDNOR and ENDM are in the process of meeting with local businesses to promote business growth.
- c. AHCC Representative Report:** Jennifer Farquhar reported that the Chamber is finalizing plans for the annual general meeting and looking to recruit board members. The annual Fall Social is scheduled for October 23, 2018 at 6:00pm at the Sprucedale Hotel.
- d. EDO Report:** Courtney Metcalf presented her monthly report reviewing the key partnership projects;
- **Small Business Week** – A business workshop is being held on Tuesday October 16<sup>th</sup>, 2018 at the Highlander Brewery focusing on using Facebook to market businesses. The workshop runs from 10am to 2pm and is being presented by BuzzMasters.
  - **Regional Economic Development Plan** – The plan was presented at the Many Villages, One Voice event. Burks Falls has accepted being the administering municipality. The plan has been sent to all clerks to be distributed to councils. Resolutions from each municipality will be required in order to submit the Phase 1 application to CIINO.
  - **Many Villages, One Voice Event** – 130 people attended the event with representation from 13 of the 14 municipalities in the Almaguin Highlands region. Donations and non-perishable food items were collected.
  - **Almaguin Volunteer Recruitment and Appreciation Day** – the event is being finalized and has 13 organizations registered to participate. Food, transportation, and door prizes are being confirmed.
  - **Content Marketing** - a new article has been released highlighting local flavors in the Almaguin Highlands. The Villages of Almaguin and entering Algonquin through Almaguin have been re-released.

- **Christmas Shop Local** - in partnership with BACED a regional shop local campaign is being launched for the holiday season. The design is similar to Feast In Almaguin. **See Resolution No. 2018-053**
- **Funder's Forum** – in partnership with BACED the EDO will host a funder's forum in late November or early December to update local businesses on grants, resources and programs that are available. The remaining budget for business workshops will be utilized for this event.
- The committee discussed options to cover for an upcoming leave of absence and will re-visit the issue at the next meeting in November.

**6. Resolution: 2018-053**

**Moved by:** Jeff McLaren

**Seconded by:** Sharon Smith

Be it resolved that CAEDA hereby supports a Regional Shop Local Campaign for the Christmas season, and will contribute up to \$2000.00 towards the costs of the event.

**Carried**

**7. Correspondence:** None

**8. Adoption of Minutes**

**Resolution: 2018-054**

**Moved by:** Jeff McLaren

**Seconded by:** Jennfier Farquhar

Be it resolved that this committee does hereby adopt the amended minutes of the regular meeting of September 17, 2018 as circulated.

**Carried**

**9. Approval of Expenses**

**Resolution: 2018-055**

**Moved by:** Sharon Smith

**Seconded by:** Lyle Hall

Be it resolved that this committee does hereby approve expenses between September 18, 2018 and October 15, 2018 in the amount of \$ 2,942.33 and authorize the administrator to issue cheques for the same.

**Carried**

**10. New Business:**

**a. 2017 Draft Financial Statements**

**The CAEDA vision is to encourage and support economically and environmentally sustainable growth through collaboration with local partners in Central Almaguin.”**

**11. Resolution: 2018-056**

**Moved by:** Jeff McLaren

**Seconded by:** Lyle Hall

Be it resolved that this committee does hereby recommend that the Township of Strong and the administrator for CAEDA accept and sign the 2017 Draft Financial Statement prepared by Grant Thornton LLP as presented.

**Carried**

- b. Film Industry Funding Support – Carole Mantha provided clarification on the status of Provincial funding of the film industry; the current programs will be reviewed by the new Provincial government and at this time the programs are not officially being promoted.

**12. Resolution: 2018-057**

**Moved by:** Jeff McLaren

**Seconded by:** Jennifer Farquhar

Be it resolved that CAEDA hereby supports the City of North Bay's Resolution 2018-229 and calls upon the Province to make the funding of the film industry either more long term, as in 10 year commitments, or a permanent commitment.

**Carried**

**13.** A brief roundtable discussion took place;

- a. Carole Mantha noted that she recently met with Guy Paquette from FedNor and a company in the Almaguin region that will be expanding their business which will create an additional 30 to 35 jobs for the area.
- b. Ron Begin discussed a local company that will be featured in the Northern Ontario Business Awards magazine. Ron also encouraged the committee to use the "Highlands" and "Highlander" taglines for the Almaguin region.
- c. Lyle Hall provided an update on the plans for the old high school site in Strong Township. A business plan is being developed to turn the building into a senior's housing complex with 115 proposed units and related medical services and resources on-site. Hydro One is attending this site in the near future and the plan is in alignment with the Township of Strong's Community Development Plan.



**14. Next Meeting:** Monday November 19, 2018 – 5:30 pm

**15. Adjournment**

**Resolution: 2018-058**

**Moved by:** Sharon Smith

**Seconded by:** Lyle Hall

Be it resolved that this committee does hereby adjourn at 6:56 p.m. until the next regular meeting on November 19, 2018 at 5:30 p.m. at the Township of Strong Municipal Office, or at the call of the Chair.

**Carried**

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Chris Nicholson, Chairperson

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Jolene Mathieson, Recording Secretary