



**150TH ANNIVERSARY ADVISORY COMMITTEE
AGENDA**

Date and Time Wednesday, December 12, 2012 at 10:00 a.m.
Place County of Frontenac Administrative Boardroom 2069 Battersea Road, Glenburnie

Members:

Janet Gutowski, Warden
Gary Davison, Councillor
Marcel Giroux, Chair, Community Member

Phil Leonard, Community Member
Barbara Sproule, Community Member
Jim Vanden Hoek, Community Member

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1. Call to order
2. Adoption of the agenda
3. Disclosure of pecuniary interest and general nature thereof
4. Closed meeting
5. Adoption of minutes
 - Minutes of Meeting held October 31, 2012
6. Business arising from the minutes
7. Deputations and/or presentations
8. Communications
 - Media Release
Winning 150th Anniversary Logo Design
 - Correspondence received from Donna Larocque
9. 150th Anniversary Advisory Committee (AAC) Work Plan
 - 150th Anniversary Planning Advisory Committee – 2012 Work Plan Update
10. Other business
11. Next meeting date
12. Adjournment

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**Minutes of the 150th Anniversary Planning Advisory Committee Meeting
October 31, 2012**

A meeting of the 150th Anniversary Planning Advisory Committee was held in the Frontenac Boardroom of the County Administrative Office, 2069 Battersea Road, Glenburnie on Wednesday, October 31, 2012 at 10:00 a.m.

In attendance:

- Marcel Giroux, Chair
- Warden Janet Gutowski
- Councillor Gary Davison
- Phil Leonard
- Barbara Sproule
- Jim Vanden Hoek (teleconference)

Staff:

Elizabeth Savill, CAO/ Clerk
Anne Marie Young, Manager of Economic Sustainability
Kieran Williams, Municipal Intern
Angelique Tamblyn, Recording Secretary
Louise Dignum, Administrative Assistant

1. Call to order

The meeting was called to order at 10:05 a.m.

2. Adoption of the agenda

The agenda was received.

3. Disclosure of pecuniary interest and general nature thereof

The Chair requested that it be noted that no member of the Committee declared a pecuniary interest.

4. Closed meeting: Nil

5. Adoption of minutes

Committee Recommendation

THAT the minutes of the meeting of September 5, 2012 be formally adopted as presented.

CARRIED

6. Business arising from the minutes: Nil

150th Anniversary Planning Advisory Committee Meeting Minutes
October 31, 2012

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RECEIVED BY COUNCIL NOVEMBER 21, 2012

7. **Deputations and/or presentations: Nil**
8. **Communications: Nil**
9. **Reports/ Topics for Discussion**

2012 Work Plan Update

Committee members reviewed and updated 2012 work plan.

1. Determine the logistics of the event:

Committee members agreed that Councillor Davison and Mr. Leonard would investigate the logistics of holding the main event at Centennial Park in Harrowsmith. More information will be shared at the next meeting. Both members agreed to lead a working group when it is formed.

2. Event Coordinating

Committee members agreed that organizations and groups need to know the details of the celebration next year so that they too can be planning 150th events. Another partial list was offered: Battersea Pumpkin Festival, Parham Fair, Central Frontenac Heritage Festival (Crowe Lake). County displays should be mounted at selected events with someone available to speak. (The distinction between local events and broader interest events was underlined and the need to ensure the intended audience is always identified.)

Committee members agreed that meeting with Townships' Councils in 2013, according to a schedule to be established, would be valuable as more public conversation should be encouraged. Members also agreed they need to confirm which events they should attend. Local councils might like to comment.

Ms. Savill has been in touch with the Sir John A McDonald celebration contact. There is interest in meeting to identify opportunities for linkages. The Chair and Ms. Savill will set up a meeting.

3. Research

KFL&A Library has a "Story Me" link where local stories are being shared. The Chair advised that the library would be prepared to work with the committee. Volunteers are meeting local residents to record their stories. Committee members will identify people whose stories should be written and send names to the Chair or Ms. Savill.

The Warden spoke about an idea shared by Craig Bakay. He is considering producing of a video and/or documentary of a year in the life of a local band called Bauder Road as it journeys around the County to perform.

Committee members agreed that a letter should be sent to Mr. Bakay to confirm his intent.

4. Marketing and Promotion

Committee members agreed that the logo contest judging panel should go ahead anticipating that a decision can be made in time for the winner(s) to be announced on November 21st.

Committee members agreed to recommend to Council that a Graphic Designer be engaged to create the 150th logo in the event the judging panel cannot make a recommendation. The judging panel could be asked to advise the committee on this project should it become necessary.

Ms. Savill confirmed that Sandbanks Winery is interested in creating a wine for the 150th celebration. County staff will now attempt to find a local brewery that might be interested in becoming involved.

Committee members agreed a marketing plan should be developed, including t-shirts, items for the booths, etc. Each 150th Anniversary Committee member will be expected to represent the County at events.

5. Finance

Committee members agreed that work toward creating a sponsorship/bursary-like program should continue and suggested that, if approved by County Council, it could be announced at next year's Learning Foundation Gala. Warden Gutowski will contact Jane Douglas at the Limestone District School Board.

Councillor Davison left meeting at 11:19 a.m.

Anne Marie Young arrived at the meeting at 11:20 a.m. to review grant opportunities:

Heritage Canada offers programs through its Building Communities Through Arts and Heritage Program. There are three separate components: Local Festivals, Community Anniversaries and The Legacy Fund. As of January 2013, the new deadline date for applications for projects and events occurring between April 1st and December 31st is January 30th of the same year.

Local Festivals - provides funding to local groups for recurring festivals that present the work of local artists, artisans, or historical performers.

Community Anniversaries - provides funding to local groups for non-recurring local events and capital projects that commemorate an anniversary of 100 years or greater in increments of 25 years. Successful applicants may receive up to 100 percent of eligible expenses to a maximum of \$200,000 for events (including capital projects up to \$25,000) that:

- commemorate a significant local historical event or pay tribute to a significant local historical personality
- present the work of local artists, artisans, or performers of historical heritage
- actively involve members of the local community
- are intended for and accessible to the general public

Legacy Fund - provides funding for community capital projects that commemorate a local historical anniversary of 100 years or greater in increments of 25 years.

Ms. Young advised that municipal administrations are now eligible applicants to the Community Anniversaries and Legacy Fund components

Celebrate Ontario supports local tourism by assisting festival and event organizers develop new and improved experiences to attract more tourists and increase visitor spending. Ms. Young has registered the County in the Ontario Grants system. There are three major funding streams – Main Stage, Signature and Blockbuster.

- Main Stage and Signature helps new and existing Ontario festivals and events enhance their programs, activities and services. This support helps grow tourism in the province by making it easier for event organizers to offer new and improved experiences that will attract more tourists and increase visitor spending. Grant applications would need to be completed and submitted no later than November 20, 2014.
- Blockbuster consists of two streams. Event Bid supports bidding costs for major one-time events and Event Hosting supports hosting costs for major one-time events. Celebrate Ontario Blockbuster applications are accepted on an ongoing basis. Applications must be submitted a minimum of four months prior to an event for Event Hosting applications and a minimum of two months prior to a bid deadline for Event Bid applications.

Ms. Young also suggested corporate community funds should be explored including the Community Foundation, Home Depot, Home Hardware and Canadian Tire.

Committee Recommendation

THAT the 150th Anniversary Planning Advisory Committee accept this 2012 Work Plan Update report including the presentation by Anne Marie Young on funding opportunities for the information.

CARRIED

2013 Proposed Work Plan

Committee Recommendation

THAT the 150th Anniversary Planning Advisory Committee present to Council of the County of Frontenac for approval its 2013 Proposed Work Plan as presented including the Proposed Planning Activities for 2013, the Proposed Schedule of Meetings, and the Proposed 2013 Budget with the following amendments:

- Under Proposed 2013 Budget:
Add: Contribution to 150th Anniversary Reserve \$30,000

CARRIED

The final requirement of the 2012 Work Plan to be met is the submission of a celebration plan for Council's consideration. This plan is attached as Appendix A.

Committee Recommendation

THAT the 150th Anniversary Planning Advisory Committee offer the Celebration Plan for the County's 150th Anniversary to the Council of the County of Frontenac for its approval.

CARRIED

10. Other Business: Nil

11. Next meeting date

December 12, 2012 at 10:00 a.m.

12. Adjournment

The meeting adjourned 11:37 a.m.

Marcel Giroux, Chair

Elizabeth Savill, Clerk

APPENDIX A

Celebration Plan for the County's 150th Anniversary

Main Element

Dates: August 28-30, 2015
Location: Centennial Park, Harrowsmith (to be confirmed)
Leads: Councillor Davison; Mr. Leonard
Support: Working Groups to be formed

A draft Schedule of Events has been prepared for Committee discussion including speakers, activities, entertainment, invitees, etc. It will be refined over the next few months and a preliminary schedule will be presented to Council within the next year.

Smaller Events

Through 2013 and 2014, a series of events will be selected and confirmed to which a team of members will attend to promote the 150th celebrations. In 2015, key events around the County will be confirmed for a team of members to attend as part of the 150th celebrations. Events will be confirmed that offer the best opportunities to residents throughout the County to participate and engage.

Research

The research continues. Community stories have begun to be collected by the library and further individuals will be identified to ensure a broad range of stories are gathered. Other opportunities are also being explored.

Marketing and Promotions

This area continues to evolve. Ideas are being noted and more information will be brought to Council in 2013.

Funding Opportunities

Both federal and provincial programs are available to support significant milestones including a 150th Anniversary. It is too early to apply at this time but staff will continue to monitor the programs and ensure plans as they develop align with the criteria of the programs. More information will be shared with Council in 2013.

For Immediate Release: November 28th, 2012



Winning 150th Logo Design Announced

Glenburnie ON – With Council’s approval of the winning 150th Anniversary logo design at its November 21st meeting, the County of Frontenac has taken a big step toward commemorating its heritage and history. The County will honour its 150th Anniversary in 2015 and, over the next three years, the winning logo design will be used to promote the anniversary and inspire celebrations throughout the County.



Earlier this month, a judging panel comprised of community members chose Donna Larocque’s *Four People/Four Townships* submission as the winning design. The judges greatly admired the design that they say conveys “general joyfulness” and meets “all the requirements in a thoughtful and creative way”.

“It is truly a beautiful piece of work,” says Janet Gutowski, Warden of the County of Frontenac, “the design wonderfully represents our landscape, our people and our culture. I look forward to seeing this image inspire people over the next few years to come together and celebrate our past, present and future.”

Ms. Larocque chose to represent the four townships as people and says, “These ‘people’ represent community, celebration, social culture. They depict within themselves the uniqueness of their own environment and/or economic contributions.” The design includes graphic elements that reference our history (the train and lighthouse), our First Nations People (the eagle) and our landscape and culture (the farm, forest and lake). The winning design will be used on all promotional material and signage leading up to and during 2015.

The 150th Anniversary Planning Advisory Committee wants to shine the spotlight on all that makes the County of Frontenac a wonderful place to live. If you have a keen interest in our community, and would like to get involved, the Committee will be forming working groups over the next year to ensure the celebrations are worthy of 150 years of history. If you are interested in getting involved, please contact Alison Vandervelde, Communications Officer, at the County of Frontenac at 613-548-9400 ext 305 or avandervelde@frontenacounty.ca.

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For more information:

Alison Vandervelde
Communications Officer
County of Frontenac
2069 Battersea Road
Glenburnie ON K0H 1S0
Phone: 613-548-9400 x 305
Fax: 613-548-8460
Email: avandervelde@frontenacounty.ca



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2069 Battersea Road, Glenburnie, Ontario, Canada K0H 1S0 t. 613.548.9400 f. 613.548.8460 www.frontenacounty.ca



dnnlarocque@gmail.com
(613) 985-0661

Sharbot Lake, ON

Logo Design
Commercial Signs
Residential Signs
Graphic Design
Murals
Illustration
Portraiture
Paintings

County of Frontenac
2069 Battersea Road
Glenburnie, Ontario K0H 1S0

December 6, 2012

To the County of Frontenac Council Members and
the 150th Anniversary Planning Advisory Committee:

I would like to take this opportunity to express my appreciation at being chosen the winner of the 150th Anniversary Logo Contest. I was thrilled and very proud to have had my design chosen by the committee and approved by the council. I am also very honoured to have it represent the County of Frontenac and all of it's upcoming celebrations.

In addition I would like to acknowledge two people. First, my husband Dennis, who brought the project to my attention and encouraged me to participate. By taking over my family and household responsibilities, I had the extra time needed to work on this project. Second, Marcel Giroux, for his gentle prompts. In doing so he made me realize that it was more than a personal challenge but also a great way to contribute to our community. And what a pleasant surprise... it won!

Please feel free to contact me if there is any way I can contribute furthur.

I'm sorry I will not be able to attend the December council meeting. I wish you all a wonderful Christmas Holiday and am looking forward to seeing you in the new year.

Sincerely,

Donna Larocque



150TH ANNIVERSARY PLANNING ADVISORY COMMITTEE REPORT

To: Chair and Members
From: Elizabeth Savill
CAO
Prepared by: Alison Vandervelde
Communications Officer
Date prepared: December 10, 2012
Date of meeting: December 12, 2012

Re: **150th Anniversary Planning Advisory Committee
2012 Work Plan Update**

Committee Recommendation

THAT the 150th Anniversary Planning Advisory Committee receive this 2012 Work Plan Update report for information.

Background

The current year's work plan was approved by Council. This meeting's review represents the final opportunity of the Committee to address the activities laid out for 2012.

Comment

Work Plan activities achieved to date:

1. Determine the logistics of the event:

Consider community engagement (survey for preference)

At the August meeting, the Committee agreed that a medial release would be drafted and a story prepared to introduce the survey. The story will encourage people to complete the survey and to become involved with the preparations for the celebration. The media release was issued. The survey should be circulated early in 2013. Further committee discussion is required around the survey. Once more direction is attained, staff will develop the survey.

Describe a main event and/or several smaller events

A central event will be planned as agreed to at the last meeting. As per the September meeting, Councillor Davison and Mr. Leonard are investigating the logistics of holding the central event at Centennial Park in Harrowsmith.

Investigate location(s)

The Committee needs to make a recommendation to County Council identifying a preferred central event location. Although locations have been discussed, negotiations should commence in 2013 to ensure all details are addressed well ahead of time. Staff suggests that a meeting be arranged in early 2013 between Councillor Davison, Mr. Leonard, and Mr. Orr, CAO of South Frontenac Township to discuss logistics of the main event.

Establish date(s)

The central event has been scheduled for August 28-30, 2015. The Framework document will guide the planning.

2. Event Coordinating

Develop a draft schedule of events

Work to identify regular community events is ongoing to ensure opportunities are found where the anniversary plans can be shared and also ensure specific events are incorporated into the 2015 celebrations. These specific events must be confirmed. Those raised to date include the Wolfe Island Music Festival and Crime Writers Festival; Blue Skies; etc.

Township Council Meetings

Staff suggests the Committee presents to Township Councils over the course of two months in early Spring. Townships have set their 2013 meeting schedules for the following pattern:

North Frontenac:
Second and Fourth Mondays of each month

Central Frontenac:
Second and Fourth Tuesdays of each month

South Frontenac:
First and Third Wednesdays of each month

Frontenac Islands:
Second Monday of each month

Community Events

February

NF: Snow Road Snowmobile Club Sweetheart Snowmobile Run
CF: Heritage Festival

April

NF: ATV Run
FI: Barrett Bay Regatta

July

All Twp: Canada Day
NF: Snow Road Chicken Barbeque
NF: Plevna Strawberry Social
FI: Classic
SF: Verona Jamboree

August

FI: Wolfe Island Music Festival
CF: Blue Skies Festival
SF: Verona Cattail Festival

FI: Crime Writer's Festival

CF: Parham Fair

September

NF: ATV Run

October

SF: Battersea Pumpkin Fest

December

NF: Harlowe Christmas Dinner and Dance

CF: Festival of the Trees

CF: Santa Claus Parade

Is there interest in meeting with another municipality with celebratory experience like that which was shared previously by Renfrew County?

Consider speakers, invitees, entertainment

The list continues to be reviewed and updated. Additions are welcome and should be directed to Ms. Vandervele. Letters will be prepared and sent out before the end of the year for the first, quarterly mailing.

Other

The road show booth was authorized by County Council at its October 17th meeting. The funds will be taken from reserve. Ms. Vandervele will lead the development of the booth. Quotes have been collected on a number of items for the creation of a roadshow booth for the Committee's consideration.

The need for support staff for the committee will be addressed during 2013 budget discussions.

Ms. Savill has been in touch with Mr. Jim Garrard, the Sir John A McDonald celebration contact and has suggested a meeting between Mr. Garrard, Mr. Giroux and Ms. Vandervele in January.

3. Research

Scrutinize books/articles; List and enlist historians

Kingston Frontenac Library staff has updated the 2007 original list of books in its inventory; titles of works done by writers related to the County of Frontenac will also be collected. The relationship between the County's anniversary and Sir John A. Macdonald's 200th birthday celebrations is being explored after the chair spoke to Brian Osborne.

Committee members have been asked to provide suggestions of candidates for the KFPL's "Story Me" feature. Suggestions are still welcome.

The letters authorized to be sent to local Historical Societies have been prepared this week and will be sent out shortly.

Ask community for stories and items

Local school contacts will continue to be maintained to further the idea that students might talk to and record the stories of their families and friends. The Chair has brought forward the library board's e-page where community members are sharing stories as an example of how the committee might also try to gain public input (see <http://kfplstoryme.wordpress.com/>)

More effort is required to locate those behind the documentary prepared focusing on highway 7 (Highway of Broken Dreams with past Warden Howard Gibbs).

A letter has been prepared to send to Mr. Craig Bakay regarding his idea to produce a documentary chronicling the local band, Bauder Road as it journeys around the County to perform.

Examine contributions in education, arts and music

The Warden continues to explore with Craig Bakay that a rock concert be included in the planning (a large event at the same location as the Guitar Festival and/or a series of concerts throughout the County that could also be recorded and turned into a fundraiser).

The Chair is pursuing the opportunity to have a special song written.

4. Marketing and Promotion

Create a draft communications plan

A plan will be completed in 2013. The poster agreed to at the September meeting will be created for the next meeting.

Assist in creating branding (logo) packages

The Logo contest received eight submissions and on November 19th the judging panel met at the County Offices to evaluate all submissions. After some insightful and very thoughtful discussion, Donna Larocque's Four People/Four Townships submission was chosen as the winning design. County Council accepted the winning design at its November 21st meeting and Ms. Larocque and her husband were able to attend the Warden's Reception on the evening of the 21st. A formal letter of congratulations has been sent to Donna from Warden Janet Gutowski. Donna has sent in a letter of thanks to County Council and the 150th Committee. Her letter is attached to this meeting's agenda.

Suggest merchandise materials/souvenirs

The logo will be used on all promotional material ordered for the 150th celebrations. The first instance of its use will be on County letterhead and envelopes. The Committee is asked to review the attached designs for each and offer comment.

Merchandise continues to be on the list of items to address. A marketing plan will be developed, including items to hand out at the booths. Research is currently being done into the types of promotional items that other similar events have used/are using (i.e., Renfrew County, Sir. John A. MacDonald Celebration, L&A County). Preliminary quotes have been collected for getting laptop bags produced with the 150th logo. An area winery has agreed to work with the committee to develop a Frontenac 150th wine. A brewery has not yet been approached.

Landmark Physical Achievement

The suggestion has come forward that the Committee consider associating the 150th Anniversary with a significant physical landmark. The Committee could champion a project Council has already approved or a project that is not yet underway. The committee is asked to discuss the potential of this idea.

5. Finance

Explore sponsorship prospects

The scholarship/bursary opportunity needs follow up with the Communications Officer at the Limestone board.

Investigate grant opportunities

At the Committee's last meeting, Ms. Young provided a comprehensive review of funding opportunities with the committee. Applications for funding will not be due in the near future and at this time, sufficient research into grant opportunities has been completed.



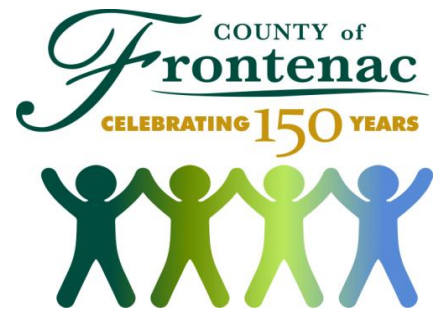
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