



**150TH ANNIVERSARY ADVISORY COMMITTEE  
AGENDA**

**Date and Time**      Wednesday, June 26, 2013 at 10:00 a.m.

**Place**                      County of Frontenac Administrative Boardroom 2069 Battersea Road, Glenburnie

**Members:**

Gary Davison, County Council  
Marcel Giroux, Community Member, Chair  
Phil Leonard, Community Member

Jim VandenHoek, Community Member  
Barbara Sproule, Community Member  
Warden Janet Gutowski, Ex-Officio

Page

1. Call to order
2. Adoption of the agenda
3. Disclosure of pecuniary interest and general nature thereof
4. Adoption of minutes
  - Minutes of meeting held April 24, 2013
5. Deputations and/or presentations
6. Communications
7. 150th Anniversary Advisory Committee (AAC) Work Plan
  - 2013-124  
2013 Work Plan Update
8. Other business
9. Next meeting date
  - The next meeting of the 150th Anniversary Planning Advisory Committee is scheduled for Wednesday, August 28, 2013 at 10:00 a.m.
10. Adjournment

3-6

7-22





**Minutes of the 150<sup>th</sup> Anniversary Planning Advisory Committee Meeting  
April 24, 2013**

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A meeting of the 150<sup>th</sup> Anniversary Planning Advisory Committee was held in the Frontenac Boardroom of the County Administrative Office, 2069 Battersea Road, Glenburnie on Wednesday, April 24, 2013 at 10:00 a.m.

**In attendance:**

- Marcel Giroux, Chair
- Councillor Gary Davison
- Jim Vanden Hoek
- Phil Leonard
- Barbara Sproule
- Warden Janet Gutowski, Ex-Officio

**Staff:**

- Jannette Amini, Deputy Clerk, Recording Secretary
- Alison Vandervelde, Communications Officer
- Angelique Tamblyn, Executive Assistant

**1. Call to order**

Mr. Giroux, Chair, called the meeting to order at 10:07 a.m.

**2. Adoption of the agenda**

Moved By: Councillor Davison  
Seconded By: Ms. Sproule

THAT the agenda for the April 24, 2013 150<sup>th</sup> Anniversary Planning Advisory Committee be adopted as circulated.

CARRIED

**3. Disclosure of pecuniary interest and general nature thereof**

The Chair instructed the recording secretary to record that in accordance with the *Municipal Conflict of Interest Act*, no disclosures of pecuniary interest or the general nature thereof were declared.

**4. Adoption of minutes**

Moved By: Councillor Davison  
Seconded By: Warden Gutowski

THAT the minutes of the meeting of the 150th Anniversary Planning Advisory Committee held on February 21, 2013 be adopted as circulated.

CARRIED

**5. Deputations and/or presentations**

There were none.

**6. Communications**

There were none.

**7. 2013-082  
150th Anniversary Planning Advisory Committee 2013 Work Plan Update**

Moved By: Ms. Sproule  
Seconded By: Mr. Leonard

THAT the 150th Anniversary Planning Advisory Committee accept this 2013 Work Plan Update report for information.

CARRIED

Community Survey

Mr. Vanden Hoek noted his upcoming meeting with Wolfe Island Plowmen's Association. The Committee suggested he ask that they provide a demonstration at the Central Celebration and to have an offsite match at the same time. The Committee discussed who it is looking to draw to this event whether it be the 50+ demographic or families with young children. It was suggested to add some type of contest to the survey such as a baking contest and a talent show.

The Committee discussed the suggested prices for souvenirs and felt that these prices might be low and that additional research on prices needs to be done. It was also suggested to add a child related souvenir.

The survey will be distributed through the May edition of the County e-newsletter, will be on the County website, as well as through hard copies. The Committee suggested that it also be placed in local newspapers such as the North Frontenac News, the Frontenac and Kingston EMC Heritage and the Kingston and Frontenac This Week, which are all free publications.

Proposed Community Events for Committee Attendance

It was decided that each member will attend their own respective Township Canada Day celebrations. Members are to send a list of events in their Townships to Ms. Vandervelde and promotional material will be distributed accordingly.

Regarding the Verona Lions Club Jamboree, Councillor Davison will ensure access to the event and set up the display. Councillor Davison and Mr. Leonard will attend this event and will ask if Councillor McDougall would like to assist.

Councillor Davison provided an overview of the February Howe Island Historical Society event where he had the opportunity to speak of the 150<sup>th</sup> Anniversary, of which the Historical Society was very receptive. He will forward the information of the contact person for the Howe Island Historical Society to Ms. Vandervele and Mr. Vanden Hoek.

The Committee discussed the purchase of vests for community events and Ms. Vandervele provided pictures of vests that are available. The Committee decided that it would like to see the 150<sup>th</sup> logo on the front of vest with the County word mark and possible crest on the back. The vest should be the County colours. Later on, consideration should be given to ordering extra, less expensive vests to accommodate and recognize volunteers.

Moved By: Mr. Vanden Hoek  
Seconded By: Councillor Davison

THAT County Council authorize staff to proceed with the purchase of eight 150<sup>th</sup> Anniversary promotional vests at a cost not to exceed \$1,000;

And that staff be authorized to determine the type, colour and design of the vests.

CARRIED

Presentations to Township Councils

Ms. Vandervele provided an overview of the slide presentation that will be made to Township Councils. The Committee felt that the location of the Central Celebration should be included in the presentation.

Councillor Davison shared his conversation with Ms. Brenda Hunter of the Limestone District School Board who was receptive to the idea of students interviewing locals to contribute to a compilation for the 150<sup>th</sup> as part of an assignment. The new high school should be complete by this time and could accommodate a large number of participants.

It was questioned if Townships would be asked to become partners; however it was felt that the Townships are part of the County and as such, there is an assumption that they are themselves Frontenac County and already partners. Township Councils will be removed from the "Potential Partners" slide. Those members making the presentations to Township Councils will leave flyers and copies of the survey.

Historic Artifacts

Mr. Giroux will be in charge of contacting and communicating with the libraries regarding a historic artifacts exhibit. Ms. Vandervele will work with Mr. Giroux, including attending meetings.

Ms. Tamblyn has contacted Kingston Brew Pub in Kingston and will follow up with them closer to the event around costs.

Ms. Vandervele provided examples of potential legacy projects that have or are being done by other municipalities. She paid specific note to that of Chatam-Kent who she noted are looking at possible grants that are available. The Committee discussed the fact that the City of

Kingston is looking to re-name Highway 38 and questioned, given that Highway 38 is a corridor for the Frontenacs, if a portion of Highway 38 could be spruced up and re-named. Councillor Davison did point out that this road affects thousands of South Frontenac residents and his Council does not support this name change. He suggested that the Committee focus on the Frontenac K & P Trail. It was discussed that any legacy project should be visible and tangible and one suggestion included the gateways of each Township.

Councillor Davison provided an overview of his discussions with the Town of Aurora regarding its 2013 150<sup>th</sup> celebrations, noting that they are approaching this through the 4 seasons which included a winter carnival; however they have not yet advised on their legacy project.

Warden Gutowski offered an update on the pursuit of a bursary with the Limestone Learning Foundation (LLF). Though she has made many efforts to contact the LLF, she has been unsuccessful in obtaining a response. A different approach might need to be considered.

It was suggested that each member provide an idea for a project to be added to the agenda for the next meeting. Ms. Vandervelde noted that staff has looked at preliminary ideas, such as trail heads and the auditorium renovation project for Fairmount Home. It was suggested that suggestions on a legacy project could be asked for during the presentations to Township Councils.

**Major event and/or several smaller events**

Staff is seeking direction from the Committee with respect to a major event and/or several smaller events. Staff is seeking the direction in order to determine the number of working groups that will be required as well as the number of volunteers. It was suggested to look at 5 or 6 options for projects to focus on.

It was suggested that the Committee needs to start thinking about who it would like to invite to the opening ceremonies, for example prominent politicians or people.

It was also questioned if the Committee had given any further thought to the presentation and offer by Craig Bakay around a promotional music video. The Committee felt that there were a number of professional people that could produce a video and that such an option would need to follow the County's Procurement Policy where an RFP would be issued. This item will be brought forward for discussion at the committee's next meeting. Staff will send a letter to Mr. Bakay thanking him for his suggestion.

**8. Other business**

There was none.

**9. Next meeting date**

The next meeting of the 150<sup>th</sup> Anniversary Planning Advisory Committee is scheduled for Wednesday, June 26, 2013 at 10:00 a.m. at the County Administrative Building.

**10. Adjournment**

The meeting adjourned at 11:46 a.m.



**Report 2013-124**

**150<sup>TH</sup> ANNIVERSARY PLANNING ADVISORY COMMITTEE REPORT**

**To:** Chair and Members

**From:** Elizabeth Savill  
CAO

**Prepared By:** Alison Vandervelde  
Communications Officer

Kristin Mullin  
Communications Officer

**Date prepared:** June 20, 2013

**Date of meeting:** June 26, 2013

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**Re:** **150<sup>th</sup> Anniversary Planning Advisory Committee – 2013 Work Plan Update**

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**Committee Recommendation**

THAT the 150<sup>th</sup> Anniversary Planning Advisory Committee accept this 2013 Work Plan Update report for information.

**Background**

The current year's work plan was approved by Council. This meeting's review represents the third opportunity of the Committee to address the activities laid out for 2013.

Work Plan activities achieved to date:

- 1. Plan the celebration to include community engagement; partnership opportunities; recruitment of volunteers; communications plan, etc.**
  - a. Community Engagement**

Community Survey

The Community Survey was distributed at the May 24<sup>th</sup> ICSP Breakfast, through the May e-newsletter, Frontenac County Bytes and at each of the Township Presentations. As of June 20, 2013, 32 responses have been received – a summary is included at the end of this report as Exhibit A.

It was suggested at the April meeting that the survey should be placed in local newspapers. This has not yet been completed, as further direction from the committee is required due to the associated costs.

Committee Recommendation

THAT the 150<sup>th</sup> Anniversary Planning Advisory Committee recommend staff place ads in the Frontenac News, The Kingston and Frontenac EMC, and the Kingston and Frontenac This Week – before the next Committee meeting encouraging County residents to respond to the online survey, at an approximate total cost of \$1,000.00.

Proposed Community Events for Committee Attendance

<b>Date</b>	<b>Event</b>	<b>Status</b>
<b>FEBRUARY</b>		
Sat, Feb 9	Snow Road Snowmobile Club Sweetheart Snowmobile Run (attended by Warden Gutowski)	✓
Fri, Feb 15 – Mon, Feb 18	Frontenac Heritage Festival (attended by Chair Giroux and Warden Gutowski)	✓
Thurs, Feb 28	Howe Island Tales from the Last Century (attended by Councillor Davison)	✓
<b>APRIL</b>		
Sat, Apr 27	Ompah Volunteer Firefighters Association Ride for Dad North Frontenac ATV Run - All day event; organizers suggest dinner would be the best time to attend (4:00 p.m. – 7:00 p.m.)	✓
<b>JULY</b>		
Mon, Jul 1	Canada Day (all Townships)	All committee members
Thurs, Jul 4 – Sat, Jul 6	62 <sup>nd</sup> Verona Lions Jamboree	Davison and Leonard
<b>AUGUST</b>		
Sat, Aug 3 – Sun, Aug 4	Blue Skies Festival	
August	Wolfe Island Plowing Match	
August	Wolfe Island Family Ball Tournament	
August	Inverary Homesteader Days	
<b>OCTOBER</b>		
October	Battersea Pumpkin Festival	

Plans for Canada Day need to be finalized and staff will provide promotional signage, flyers and copies of the survey to each committee member for display during Canada Day celebrations.

Plans for the Verona Lions Jamboree need to be confirmed.

Mr. Vanden Hoek has been in contact with the Wolfe Island Historical Society and the Wolfe Island Plowmen's Association. Both groups are interested in being engaged . The Wolfe Island Historical Society suggested a pass system that County residents can take to various 150<sup>th</sup> events, use to record their attendance and then be entered for some sort of prize.

Vests are expected to be in by June 26<sup>th</sup>. Committee members will each receive a vest and be expected to wear them during Canada Day celebrations and upcoming community events. Two additional vests will remain at the County offices.

#### **b. Partnership Opportunities**

##### Presentations to Township Councils

All presentations were completed as scheduled. Feedback from Township Councils was positive. Committee members will give a verbal report at the meeting.

##### Historic Artefacts

On May 15<sup>th</sup>, Mr. Giroux and Ms. Vandervelde met with representatives from Kingston Frontenac Public Library to discuss potential partnership opportunities.

The potential for a traveling museum style exhibit was discussed and it was suggested that the library branches would not be a suitable venue for such an exhibit due to size limitations. Patricia Enright, Chief Librarian suggested a virtual exhibit might be more feasible.

Mr. Giroux suggested the Committee and Library partner on the Library's "Story Me" initiative. Ms. Enright was open to such a partnership as it was felt that the Committee could refer people to the Story Me project, taking advantage of library resources already in use and benefitting both the Committee and the Library. The possibility of bringing local schools into the partnership was also discussed and felt to be a promising idea. Mr. Giroux has made contact with local schools and though it is too late in the school year to begin this project, it is a possibility for the 2013/2014 school year.

##### Limestone District School Board

As part of the implementation of *Directions for Our Future*, the school board has been approached to sign a Community Partnership Agreement. This would recognize the informal partnership that currently exists between the County and the school board. If established, the agreement will be presented at the Annual ICSP Workshop, scheduled for September 20, 2013. The partnership agreement could be used as a stepping stone in the pursuit of establishing a bursary or scholarship program.

**c. Recruitment of Volunteers**

Total Scope

Staff recommends the committee determines the total scope of celebrations in order to establish requirements for working groups. This will allow the committee to form working groups in 2013, providing enough lead time to execute suitable arrangements. Staff suggests the following elements cover the total scope of the celebrations and can form the basis for working groups:

- Central Celebration
- Historic artefacts – management of the collection and exhibition
- Legacy Project(s)
- Scholarship Program
- Documentation of our history

**d. Legacy Project**

At the April meeting, committee members committed to providing suggestions for potential legacy projects. Though ideas have not yet been submitted for consideration, the committee is asked to discuss this during the meeting.

Following are some staff suggestions made at previous committee meetings:

- 150 Years, 150km of Trails
- Trail Pavilions
- Fairmount Auditorium
- Scholarship Program

**e. Communications Plan**

The Communications Plan has been developed. The Executive Summary is included at the end of this report as Exhibit B for Committee review and comment.

**f. Promotional Video**

At the February 21, 2013 meeting of the 150<sup>th</sup> Committee, Mr. Craig Bakay presented his proposal for a promotional video. The Committee discussed this potential project at its April meeting, but felt more time and discussion was required to reach a decision.

A Thank You letter for Mr. Bakay has been drafted for the Chair's signature.

**2. Assist in the development of a major event and/or several smaller events**

**a. Ancillary Events**

At the April meeting, the Committee discussed a suggestion that had come forward from Councillor McDougall about hosting a conference in 2015 that would attract a province-wide audience. No decision was reached at that point. Further discussion is required on this point.

**b. Determine the logistics of the major event**

**Committee Recommendation**

THAT the 150<sup>th</sup> Anniversary Planning Advisory Committee recommend a Central Celebration be planned for August 28 – 30, 2015 that would include a variety of activities and events to draw an audience of County residents, visitors and tourists and be the one of the main avenues for celebrating the County's 150<sup>th</sup> Anniversary.

AND FURTHER THAT Council authorize a 150<sup>th</sup> Anniversary Grand Ball to be held as part of the Central Celebration on Saturday, August 29, 2015, with logistics to be determined by a Working Group that would report back to the Committee.

Staff has compiled the following list of prominent people to invite to the Opening Ceremonies of the Central Celebration.

- Queen
- Prime Minister
- Premier
- MPs
- MPPs
- Senator
- Past & Present County Council & Staff
- Past & Present Township Council & Staff
- Governor General & Lieutenant Governor
- Don Cherry
- Elvis Stojko
- Dan Akroyd
- Kirk Muller
- Doug Gilmour
- Oh Susanna
- Abrams Brothers
- Rich Mercer
- Sarah Hale
- Chris Brown
- The Tragically Hip

Further suggestions from the committee are welcome. With a complete list, staff will draft an early invitation for the Committee's approval at the August meeting for sending in the fall.

Mr. Leonard, Councillor Davison and Ms. Mullin will meet with Mr. Wayne Orr, CAO of South Frontenac Township before the August meeting. Ms. Mullin will work to arrange this meeting.

The Framework for a Central Celebration follows here for reference.

**Framework for a Central Celebration**

**August 28, 29, 30, 2015**

**Location to be Confirmed: Harrowsmith Centennial Park / Vacant Land / Other Events and Activities all to be Confirmed**

**Friday, August 28**

Mid Afternoon

- Opening Ceremony
  - Welcoming – Warden and Council, Dignitaries et al
  - Read letters from dignitaries

Late Afternoon/Early Evening

- Sir John Eh? Performance

Evening

- Talent Show
  - First round of competition with announcement of second round competitors

Early to Late Evening

- Heritage Costume Ball

**Saturday, August 29**

Early Morning

- Kick-off Breakfast
  - Past & Present County Council & Staff and families table

Early Morning to Noon

- Frontenac & Sharbot Lake Farmers Markets (special location at the celebration site)

Mid Morning to Early Afternoon

- Township Three Pitch Tournament
  - Past and present Councillors, staff and family of each Township (former Townships perhaps) form a three pitch team and compete in elimination tournament

Early Afternoon

- Soap Box Derby

Mid Afternoon

- Sheep Dog Displays

Late Afternoon to Early Evening

- 150 Years, 150 Dishes: Potluck – Bring a dish or \$5 to eat (fundraiser?)

Evening

- Talent Show
  - Second round of competition with announcement of finalists

Mid to Late Evening

- Concert
- Fireworks display

**Sunday, August 30**

Mid Morning

- Community Pancake Breakfast (Fundraiser?)

Noon

- Talent Show
  - Final Round and Announcement of Winner

Early Afternoon

- Closing Ceremony
- Announcement of door prizes?

**Weekend-Long Activities**

- Plowing demonstrations
- First Nations area / demonstrations
- 150 km of trails – Relay Race throughout weekend
- Kids Activities – Water zone, face painting, bouncy castle, petting zoo, mini putt, etc
- Heritage Displays – Central Frontenac Railway Heritage Society, Cloyne Pioneer Museum, Historical Societies
- Period Costumes “Photo Booth”
- Community Group Displays – Girl Guides, 4H, Scouts, Lions, Legion, Canoe Clubs, Quilters Associations, etc...
- Business Exhibition Area (all businesses donate a door prize?)
- Local Food Vendors – Beaver tails, Seed to Sausage, Limestone Organic Creamery, Desert Lake Gardens, Hillside Coffee, Ella’s Bakery & Café, etc...
- Livestock Displays
- Sustainability Booth – County Staff
- “County Crew” – High school students available throughout the day to assist people
- On site camping – Safety concerns: police, fire, paramedics, Red Cross, etc
- Beer tent

**3. Update the Celebration Plan for County Council by October 2013**

The Celebration Plan provided to Council in 2012 was shared in the last update. It will be brought forward for review again formally with the Committee in August. This will ensure the plan is updated for County Council by October 2013.

**Financial Implications**

As of the approval of the 2013 budget, \$60,000 has been allocated in reserves to ensure funds are available for the provision of suitable community-wide celebrations of the County's 150<sup>th</sup> Anniversary. The total cost of such celebrations is not yet determined, though the committee estimates additional funds will be required and will make a recommendation for further allocations to reserves through the 2014 Workplan and Budget. Revenues from admission tickets for the grand ball are expected to offset a portion of the cost of the central celebration.

**Schedule of 2013 Meetings**

Thursday, February 21 at 2pm  
Wednesday, April 24 at 10am  
Wednesday, June 26 at 10am  
Wednesday, August 28 at 10am  
Wednesday, October 30 at 10am  
Wednesday, December 11 at 10am

Exhibit A



## The County of Frontenac’s 150<sup>th</sup> Anniversary

In 2015, the County of Frontenac will celebrate its 150<sup>th</sup> Anniversary. Over the course of 2013 and 2014, the 150<sup>th</sup> Anniversary Planning Advisory Committee will attend community events throughout the County to promote the 2015 anniversary and gather input and ideas from residents. The Committee has preliminary plans for a central celebration to take place over the last weekend in August 2015.

In order to ensure the commemoration is fitting of 150 years of our vast County’s colourful history, the Committee needs your input on the following few questions. We appreciate your time and interest.

1. **A multi-day plowing match-style event is being planned for August 28-30, 2015. Which of the following activities you would like to see included at such an event?**

Answer Options	Online Responses	Offline Responses
Plowing Demonstrations	4	12
Three-Pitch Tournament	0	4
Local Vendor Exhibition Area	6	15
Local Food Vendor Area	6	19
Beer Tent	4	10
Heritage Displays	5	18
Children’s Activities	5	14
On-site Camping	2	5
Heritage Costume Ball	3	5
Live Music	6	13
Soapbox Derby	3	4
Baking Contest	3	9
Talent Show	0	8

- Land and water stewardship display
- Picnic basket auction



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**Exhibit A**

- horse drawn wagon
- youth art/skills
- street parade
- RCMP musical ride
- County Services Displays
- Run, hike, Cycle the Canada Trail with a celebrity
- Scything demo, caning demo, cow/goat milking demo, horse-drawn wagon rides, farm equipment demo (haying, grain harvesting), live farm animal display, invite heritage re-enactors to camp on site (some groups re-enact the voyageurs time period)
- Move "Homesteader Days" to this weekend and site Farrier on-site demonstration
- exhibits for stewardship events, accomplishments, planning. Could be poster exhibits along the line of Naturally Rich Frontenac, plus lake associations, ducks Unlimited, Frontenac Arch.

**2. What souvenir(s) would you prefer to purchase to remember the County's 150<sup>th</sup> Anniversary?**

<b>Answer Options</b>	<b>Online Responses</b>	<b>Offline Responses</b>
Key Chain (Approx \$5)	1	4
Child's Toy (Approx \$5)	1	2
Travel Mug (approx \$10)	1	7
Water Bottle (approx \$10)	0	2
Toque (approx \$10)	2	2
T-Shirt (approx \$15)	2	10
Baseball Cap (approx \$15)	3	10
Golf Umbrella (approx \$25)	1	2
Golf Shirt (approx \$40)	1	4
Sweatshirt (approx \$45)	2	3
Light Jacket (approx \$65)	0	4

- Handmade wood jewellery box (be several local woodworkers, with common medallion), for \$50 to \$100
- Frisbee for \$5
- Rather than "stuff", how about equal contributions to a fund and issue a "certificate" on the spot
- Solar Flashlight or any other solar products
- Personal flotation device for sale with 150th logo



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**Exhibit A**

- Commemorative Plate
- Local Maple Syrup or maple sugar, fishing lure, native beaded earrings or jewellery, Farmers Market coupon or coin, herbal salve, jar of wild rice, wild flower seeds, heritage garden seeds
- I would like to see a piece of rock from Frontenac etched by a local arts person
- I would highly recommend pre-selling and collecting money before you order. During events leading to 2015, that way you won't lose money and have a better idea for ordering. Local stone coasters.
- Frontenac County Flags
- Why not have donations to the charity of the individual's choice in the name of the event?
- sticker, small flag, washable tattoo
- Coffee mug (Approx \$5) Coin - (approx \$10) piece on money representative of the county ( Wolfe Island did one for 1812, ask the WI Historical Society) Contact person Martine Chercuitte Plate (approx \$10)
- Metal (not plastic) water bottles.
- coffee mug

**3. Can you suggest any Frontenac residents to be featured in a compilation of interesting interviews to highlight the past, present and future of our region?**

- John O'Shea Ken Keyes John Posthumus
- Storrington Soccer Association Organizer (were local kids meet); Glenburnie Store owner ??
- On Wolfe island: Ken Keys - Kingston maire, government representative and involve on Wolfe Island John O'Shea - Worked on the Wolfe Island ferry for over 30 years and historical memory of the Island Brian Johnson - Capt story from the past
- Gord Rodgers, President of The Frontenac Stewardship Foundation Gray Merriam, FSF . Both these men can speak on the progress and plans needed for stewardship plans for Frontenac Co. I would like Mark Mattson, Pres. of L Ont. Waterkeeper,
- Louise Day
- Wilma and Cam Kerry, Alan McDonald - Loughborough PS
- Lyn Cronk - Eastern Cowboy Adventures; Harold Perry - Ardoch Algonquins; Someone from InRoads Studio Tour
- Glen and Pat McNicolls and family
- Revell Ford -- Harry or Larry
- Two Television Arts Students at Sydenham SS -- Lucas Silver and Sebastian Back -- Gold Medal Winners Ontario!



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**Exhibit A**

- Vergil Garrette, Rudy and Joan Hollywood, Darlene & George Conboy
- Helen Praskey, Directory of Arden Glee Club (many decades)
- Marcel Giroux
- Barbara Sproule, Bill Gore (Plevna), Peter Bell, Lee White (Plevna)

**4. Are there groups or organizations in the County that we should partner with in order to ensure the success of the celebrations?**

- NFCS and SFCS
- Lions Clubs
- Ministry of Natural Resources, Lake Associations (i.e., Bobs & Crow Lakes), Frontenac and Sharbot Lake Provincial Parks, Cataraqui Conservation Authority
- Limestone District School Board
- SL Farmers Market, Heritage Festival Group, Native Peoples, Dr. Bell
- Legions, Churches, Lions
- North Frontenac could develop a tour through the Township, with interesting stops along the way.
- National Farmers Union
- Frontenac Stewardship Foundation
- Historical Societies (Portland, Oso, Kennebec, others)
- Lions and Legion Groups, Schools
- Blue Skies Music Gestival, Limestone District School Board, LOLTA
- Possible 200 organisations in the county. How many have been contacted?
- Scouts, Battersea Pumpkin Festival organizers, Rideau Canal, Fire department
- Good communication Good advertising
- Definitely the Frontenac Stew. Foundation, which replaced the FSC which were terminated by the provincial government. Maybe a panel presentation by a rep. of lake associations, drinkable water, Lake Ontario Waterkeeper, FSFoundation,

**5. Are you interested in working on a project for the 150<sup>th</sup> Anniversary?**

Answer Options	Online Responses	Offline Responses
Yes	5	6
No	2	6

- David Woodman
- A behind the scenes type jobs - Tina Toon
- Denis & Martine Chercuitte



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**Exhibit A**

- Would like to work with F Stewardship Foundation Board and County planners on stewardship plan for Fr. Co. Barrie Gilbert
- Mark Segsworth
- Frontenac Stewardship Council
- North Frontenac Council
- Patty Middleton
- Pat Furlong Brownlee -- in winter months
- Brian Reitzel
- Lynn Wilson

**6. Are there others you might suggest who would be interested in working on a project for the 150<sup>th</sup> Anniversary?**

- Women's Institutes Wolfe Island
- All of Fr. Stew. Found. board.
- Mera Heritage Weavers, Cheesemakers
- Glen and Pat McNicholls
- Dwayne McNann

**7. If you have any other ideas for making the 150<sup>th</sup> celebrations a success, please share them with us here.**

- Are you building a 150th email distribution/contact list?
- RCMP Musical Ride, strike a 150th Commemorative Medallion
- Create a local "time capsule" to be opened again in the next 150 years
- Sometimes when you have a convention setting you could try to set up a bus or tour of the County's celebrated sites
- Take each small settlement and highlight people from it; "ghost towns"
- Make a War Canoe available throughout the summer
- Celebrate the unusually rich environment that we all enjoy -- particularly over 400 named lakes and the rich landscapes that support them.
- Costume high tea, or picnic on the beach
- Fishing tournament; fireworks display; each district in the County have a day they sponsor and are responsible for the activities that day, and showcase the unique qualities of that district



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Exhibit B



## Communications Services Plan: 2013-2017

### *Executive Summary*

In the County of Frontenac, the Communications Officer operates under the direction of the CAO's Office and supports all departments in the delivery of effective communications.

***Mission:*** Assist and guide County Council and staff with internal and external communications facilitating well coordinated decisions and actions.

***Vision:*** A connected community of residents, stakeholders, elected officials and staff who value and strive for a high level of awareness, understanding and clear communication.

#### **Strengths**

- County Councillors and Advisory Committee members offer years of experience and community connections, providing a wealth of local knowledge.
- Dedicated Communications Officer is available and flexible to support the various needs of County Council, Advisory committees, Townships (as requested) and staff across the organization.
- Innovative Information Services (IS) department allows the County to take advantage of new technologies as appropriate and available.
- Staff members throughout the organization are subject matter experts, in tune with departmental operations, requirements and goals.
- On-site staff offer support in a timely manner and possess valuable local knowledge and technical expertise.
- Interested community and community partners who believe in the vitality and importance of the County and are willing to champion their positive perception
- Fairmount Home has an existing Communications Plan in place.

#### **Weaknesses**

- Distinctly separate departments lead to poorly connected staff across the organization.
- Communications goals vary between departments, causing fragmented approaches and messages.
- Limited staff resources increase pressure across all departments.

**Exhibit B**



- Last minute, unanticipated requests for assistance from departments weaken the communications department's ability to provide effective support across the organization.
- County Councillors and Advisory Committee members often have limited time to promote the profile of the County as they frequently wear many hats in their dedication to their community.
- Lack of high-level and long-term direction from County Council.
- Lack of formalized communications policies and procedures.

**Opportunities**

- Improved community awareness as a result of well-informed County staff, Councillors and Committee members who champion the County and are encouraged to engage with the public to enhance the profile of the County.
- Improved relationships throughout the region lead to mutually beneficial opportunities (increased buying power, expanded funding opportunities, efficient use of resources).
- Improved sense of regional pride throughout the communities of Frontenac County, leading to increased participation in and awareness of County activities.
- Improved access to highspeed internet as the EORN Broadband project launches improved service areas throughout the County.

**Threats**

- An unengaged community can lead to an out-of-touch governing organization.
- Ineffective relationships can cause duplication of efforts and missed opportunities.
- Ineffective communications can result in public misinformation.
- In-house technical expertise becoming out of date.

**Priorities**

- Public awareness of County profile, activities and services (and those of the Townships as requested and in conjunction with the Manager of Economic Sustainability).
- Public participation and engagement in County-led initiatives and projects
- Communications with near-by municipalities, community organizations, regional non-government organizations, federal and provincial levels of government and other government agencies, etc.
- County-Townships communications creating an effective municipal government

**Exhibit B**



- Internal communications among staff ensuring a coordinated, effective and efficient team
- Communications between County staff, Council and Advisory Committees
- Compliance with legislated requirements