



**150TH ANNIVERSARY ADVISORY COMMITTEE
AGENDA**

Date and Time Wednesday, December 10, 2014 at 10:00 a.m.
Place Bud Clayton Memorial Room, County of Frontenac Administrative Building, 2069 Battersea Road, Glenburnie

Members:

Jim Vanden Hoek, Community Member
Barbara Sproule, Community Member
Pat Barr, Community Member

Phil Leonard, Community Member
Dave Woodman, Community Member
Denis Doyle, Warden, 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 October 8, 2014

3-6

THAT the minutes of the 150th Anniversary Planning Advisory Committee meeting held October 8, 2014 be adopted as circulated.

5. Deputations and/or presentations
 - Ken Keyes representing the Canadian Plowing Association will provide the Committee with an overview of the Canadian Champion Match on Wolfe Island which is being held during the week of the 150th Anniversary showcase.

[Addenda]

6. 150th Anniversary Advisory Committee (AAC) Work Plan

- 2014-177
150th Anniversary Planning Advisory Committee 2014 Work Plan Update

THAT the Council of the County of Frontenac rotate the location of its regular meetings of April, May, June, and July through the four Townships to help promote the County of Frontenac's 150th Anniversary.

7. Communications

8. Other business

9. Next meeting date

10. Adjournment



**Minutes of the 150th Anniversary Planning Advisory Committee Meeting
October 8, 2014**

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 8, 2014 at 10:00 AM

1. Call to order

The Chair called the meeting to order at 10:00

2. Adoption of the agenda

Moved By: Mr. Vanden Hoek

Seconded By: Ms. Barr

THAT the agenda for the October 8, 2014 150th Anniversary Planning Advisory Committee meeting be adopted.

CARRIED

3. Disclosure of pecuniary interest and general nature thereof

The Chair requested the recording secretary to record that in accordance with the *Municipal Conflict of Interest Act* no disclosures of pecuniary interest were declared.

4. Adoption of minutes

Moved By: Councillor Gutowski

Seconded By: Ms. Barr

THAT the minutes of the 150th Anniversary Planning Advisory Committee meeting held August 27, 2014 be adopted as circulated.

CARRIED

5. Deputations and/or presentations

6. 150th Anniversary Advisory Committee (AAC) Work Plan

2014-148

150th Anniversary Planning Advisory Committee – 2014 Work Plan

Update

Celebrate Ontario Funding

Anne Marie Young explained to the committee that municipal anniversaries are not eligible for the Celebrate Ontario funding. The committee discussed the possibility of applying to Celebrate Ontario for the development of a geo-caching program that could tie into the anniversary celebrations, but also become a long-term tourist attraction.

The committee supported contacting staff at L&A County who recently ran a successful geo-caching program and LOLTA, as it is an initiative they would likely be interested in.

Because the program would extend past the 150th celebration and potentially require some ongoing resources, the committee agreed that the application, due by November 6, 2014, needs to be submitted through County Council.

Moved By: Mr. Vanden Hoek

Seconded By: Ms. Sproule

THAT the Council of the County of Frontenac authorize staff to submit an application to the Celebrate Ontario Fund for a multi-year County-wide geocaching program to be, if successful, overseen in the first year by the 150th Anniversary Planning Advisory Committee, including programming, content creation and promotion, culminating with a Frontenac County prize(s) awarded to the winner at the 150th Showcase Event.

CARRIED

Launch Event

The committee discussed the possibility of a launch event in early January. Committee members agreed it is important to ask County Council and each Township Council to make a proclamation at their first meetings in 2015. A schedule of events should also be presented to each Council at that meeting. The committee also discussed the importance of engaging the community and local media throughout Frontenac County.

Moved By: Councillor Davison

Seconded By: Ms. Sproule

THAT County Council supports its regular meetings be rotated through the four Townships in the first five months in 2015 to help promote the County of Frontenac's 150th Anniversary.

CARRIED

Event Plan

The area designated for parking still needs quite a bit of work and is being addressed by the South Frontenac Public Works Department.

The committee was supportive of the draft event plan as presented.

Marketing

The Committee supported the draft outline of marketing activities. Committee members agreed that getting an insert into the Township tax billing will be important. The committee supported the installation of signage at the site and throughout the County, but agreed that the smaller signs could be pared back, especially along Road 38.

The committee discussed the possibility of installing a banner across Highway 38 in Harrowsmith and asked staff to investigate costs.

Ms. Barr asked about erecting some signs along HWY 401. Councillor Davison will ask one of his contacts about it, but warned that it will be costly. The Committee agreed it may not be the best investment to connect with the target group.

Mr. Vanden Hoek agreed that the postcards will be effective and wants 200 that he can distribute to a dozen or so people who will then pass them on to their friends and family. Councillor Davison agreed with this approach and suggested they should be ready in time to send out with Christmas cards.

Upcoming events

Mr. Dan Bell volunteered to attend the Frontenac County Plowing Match on October 25th to support the Anniversary celebrations. Councillor Davison will support Mr. Bell in the morning.

There are several Santa Claus Parades in the County. The committee agreed that our “float” needs to make a statement, or it is not worth entering. Mr. Vanden Hoek will arrange for an antique car to enter the Wolfe Island Parade and will require signage. The committee was supportive of similar entries in the other parades.

It was suggested that there should be a big 150th presence at the South Frontenac Family Day event and the Central Frontenac Heritage Festival.

7. Communications

8. Other business

Frontenac County Book

The committee was not supportive of commissioning a photographic/historical book about the County as proposed by Wallbridge House Publishing. It was agreed that County Council may want to consider this project in the future, but it is beyond the scope of the 150th Committee, especially given the timing and cost. The committee directed staff to contact Mr. French regarding the committee's decision.

9. Next meeting date

The next meeting of the 150th Anniversary Planning Advisory Committee is scheduled for Wednesday, December 10, 2014 at the County Administrative Building.

10. Adjournment

Moved By: Mr. Vanden Hoek

Seconded By: Ms. Sproule

THAT the meeting hereby adjourn at 11:25

CARRIED



Report 2014-177

COMMITTEE REPORT

To: Chair and Members of the 150th Anniversary Planning Advisory Committee

From: Anne Marie Young
Manager of Economic Development

Prepared By: Alison Vandervelde
Communications Officer

Date prepared: December 3, 2014

Date of meeting: December 10, 2014

Re: 150th Anniversary Planning Advisory Committee –
2014 Work Plan Update

Recommendation

THAT the Council of the County of Frontenac rotate the location of its regular meetings of April, May, June, and July through the four Townships to help promote the County of Frontenac's 150th Anniversary.

Background

The current year's work plan was approved by Council. This meeting represents the final opportunity of the Committee to address the activities laid out for 2014.

Comment

Citizen Appointments to Committees, 2015

As reported at the August meeting, County Council approved an amendment to the Procedural By-law that dictates that Citizen Committee members continue to serve on a committee past the expiration of their term, until they are replaced. Council membership on Committees will end on November 30 of a municipal election year.

All citizens currently serving on committees must re-apply if they would like to be considered for committee membership. The application is available online and included below as Appendix B. Applications are due by January 15, 2015.

Funding

1. Celebrate Ontario Application: Geo-cache Project

After attempting to develop various scenarios that would fit the application process, staff recognized a coordinator fee would be the best possible choice for the application. Since this would be a first time event, the available grant would only be up to 25% of the total project. The County did not have the offset leverage of 75% to hire a person. It was determined that cost outweighed the benefit and the application was not completed. The geo-cache project could still happen if implemented through a volunteer base.

Event & Event Elements

1. Showcase Event Plan

Pam Morey and Dan Bell have developed a draft musical lineup, and will provide a verbal update at the meeting.

2. 150th Plowing Match

At its regular meeting on October 7th, the Frontenac County Plowmen’s Association passed the following motion:

"Moved by Robert MacLean, seconded by Peter VanHal, that FCPA proceed with arrangements to hold our 2015 Plowing Match on Saturday August 29 /15 at Harrowsmith, in conjunction with the Frontenac County 150th Anniversary celebrations."

Auxiliary Elements

3. Quilt Design Contest

A group of three judges met, evaluated the designs and – given the incredible talent of each artist – could not come to a consensus. Two artists were asked to submit a sample piece of their finished quilt. The judges will meet again on December 9th to review these submissions and make their decision. Staff will provide a verbal update on Wednesday.

4. Scholarship

Once the committee finalizes the Terms of Reference, Joan Puddister, in Financial Services at the Limestone District School Board, will forward the application to the guidance counsellors at Granite Ridge Education Centre and Sydenham High School. Once all applications are received, she will forward them to staff for the committee’s determination of the student award recipient. A due date of March 27th allow the committee a chance to review at its April meeting.

Terms of Reference:

| | |
|----------------------------|--|
| Name of Award: | The County of Frontenac’s 150 th Anniversary Scholarship |
| Value of Award: | \$1,000.00 to be presented one time only, in 2015. |
| Selection Criteria: | The award is to be presented to a senior student who resides and attends secondary school in the County of Frontenac, who will be pursuing further education. Throughout his/her high school career, the winning student will have demonstrated an enthusiasm for celebrating and enhancing |

| | |
|-----------------------------|--|
| | life in their community through one or more pillar(s) of sustainability: environmental, economic, social, cultural. Each student’s submission must include a 250 word essay describing the above. |
| Selection Committee: | The winning student will be selected by the 150 th Anniversary Planning Advisory Committee, based upon their submission. Excluding personal information (name, address, date of birth, etc), all submissions will become public record. |

Marketing & Promotions

5. Postcards

As per the committee’s direction at its last meeting, a small run of postcards has been produced and will be distributed to the committee on Wednesday. With the committee’s feedback, changes can be made and a larger run will be ordered for wider distribution.

6. Road Signs

At its last meeting, the committee supported signage be installed at Centennial Park to increase awareness about the August Showcase. Attached as Appendix A is a draft design for that sign. With the committee’s support, at a total approximate cost of \$700, two signs will be produced for installation on the west and east side of Road 38 at the main entrance to Centennial Park.

7. Upcoming Community Events

Following is a list of community events that will occur in 2015, ahead of the August Showcase. These events will provide an important opportunity for direct distribution of postcards and personal invitation for people to attend.

| Event | Township | Date |
|-----------------------------|----------|------|
| Frontenac Heritage Fest | CF | Feb |
| ATV Ride for Dad | NF | Apr |
| Sharbot Lake Farmers Market | CF | Flex |
| Frontenac Farmers Market | SF | Flex |
| Canada Day | All | July |
| Verona Lions Jamboree | SF | July |
| Parham Fair | CF | Aug |
| WI Music Fest | FI | Aug |

Financial Implications

To date, \$90,000 has been allocated in reserves to support community-wide celebrations of the County’s 150th Anniversary. A total of \$33,900 has been awarded to the County through the Department of Canadian Heritage’s Community Anniversaries Building Communities Through Arts and Heritage Fund for the 150th Anniversary Showcase. Revenues from admission tickets for the grand ball and merchandise sales are expected to offset a portion of the cost of the Showcase.

Schedule of 2015 Meetings

| 2015 Meeting Dates |
|--------------------------------|
| Wednesday, February 11 at 10am |
| Wednesday, April 8 at 10am |
| Wednesday, June 10 at 10am |
| Wednesday, August 12 at 10am |

Right Here!

Let's Celebrate...

The County of Frontenac's 150th Anniversary

AUGUST

28

AUGUST

29

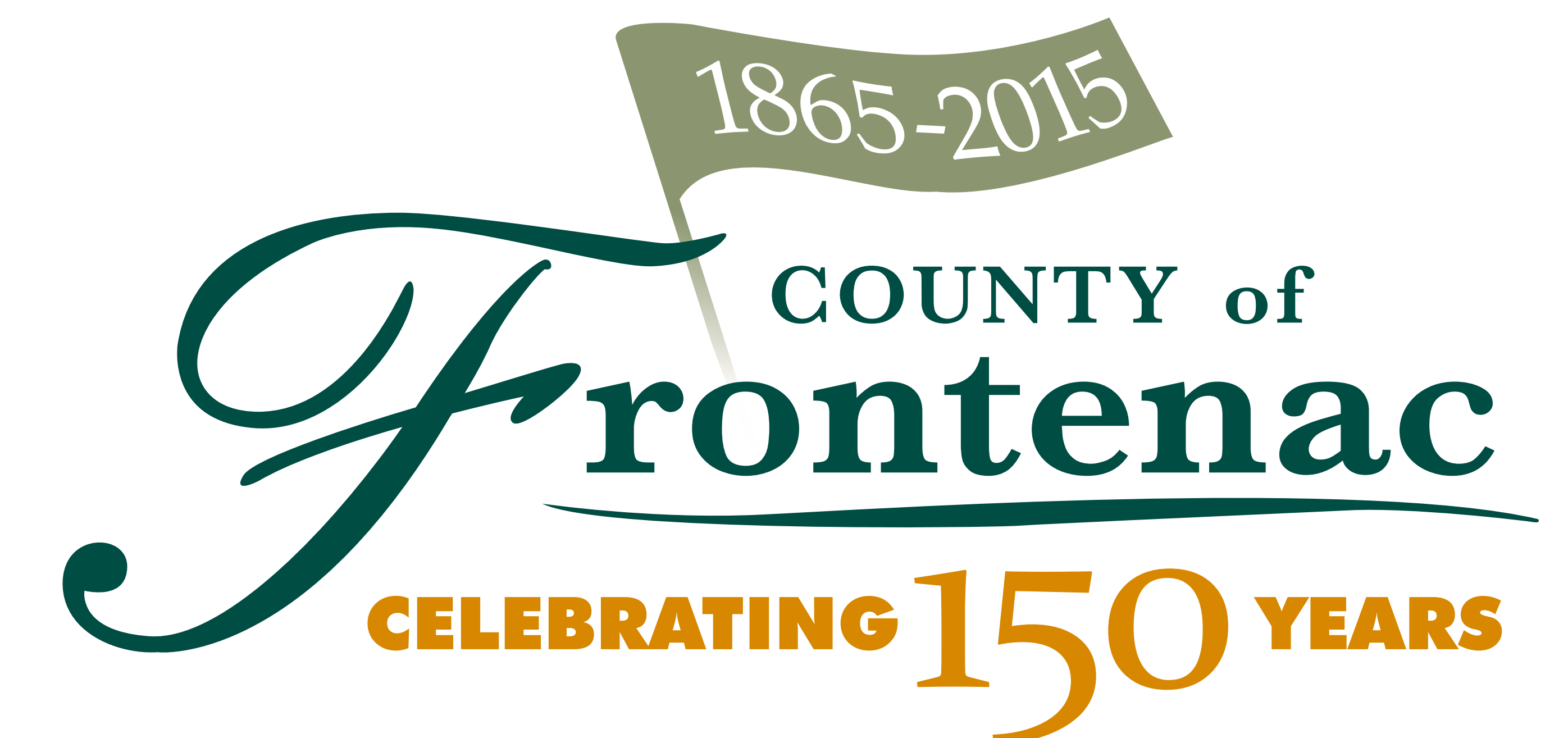
AUGUST

30

**FREE
ADMISSION!**

**Plowing Match, BBQ & Beer Tent,
Fireworks, Family Activities,
and MUCH MUCH more!**

www.frontenacounty.ca/150





Application Form
Appointments to Committees

Please complete this application form in its entirety. Should this application form not be fully completed, the County of Frontenac reserves the right to reject the application. In addition, the provision of any false or misleading information on this application form will be sufficient reason for the County of Frontenac to reject the application or to terminate an appointment.

Please provide the following information:

Name: _____ Address: _____
 City: _____ Postal Code: _____
 Occupation: _____ Date: _____
 Phone (Bus) _____ Phone (Res) _____
 Email address: _____

Mailing Address (if different than above) _____

| Requirements: | Yes | No |
|---|-----|----|
| Please ✓ | | |
| Canadian Citizen | | |
| Minimum 18 Years of Age | | |
| Eligible Municipal Elector in the County of Frontenac | | |
| Subject matter expertise | | |

Please note that most appointments are for four (4) years in accordance with the term of County Council.

Name of Committee to which you are seeking appointment:
 (if more than one, please list in order of preference)

- 1 _____
- 2 _____
- 3 _____

