



**150TH ANNIVERSARY ADVISORY COMMITTEE  
April 8, 2015 at 10:00 a.m.  
Bud Clayton Memorial Room,  
2069 Battersea Road, Glenburnie**

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**AGENDA**

Page

**1. Call to order**

**2. Adoption of the agenda**

- a) **THAT** the agenda for the April 8, 2015 150th Anniversary Planning Advisory Committee be adopted as circulated.

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

**4. Adoption of minutes**

- a) Minutes of Meeting held February 11, 2015  
**THAT** the minutes of the 150th Anniversary Planning Advisory Committee meeting held February 11, 2015 be adopted as circulated.

**5. Deputations and/or presentations**

- a) **Mr. Orland French** will appear before the Committee to present his proposal to publish a new book on Frontenac County's history and request the County's assistance.

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

- a) **2015-046  
150th Anniversary Planning Advisory Committee  
County Support for Proposed Book on the History of Frontenac  
County**

**WHEREAS** the historical book project as presented by Mr. Orland French requires a prohibitively high initial investment and, given the

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extremely labour intensive nature of selling the books, the potential for the County of Frontenac to recover its cost is low, and the project holds relatively low value as a marketing tool for the region,

**THEREFORE BE IT RESOVED THAT** the County of Frontenac not provide financial support for the historical book project as presented by Mr. Orland French.

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- b) **2015-037**  
**150th Anniversary Planning Advisory Committee**  
**2015 Work Plan Update**

**7. Communications**

**8. Other business**

**9. Next meeting date**

- a) The next regular meeting of the 150th Anniversary Planning Advisory Committee is scheduled for June 10, 2015 at the County Administrative Building.

**10. Adjournment**



**Minutes of the 150th Anniversary Planning Advisory Committee Meeting  
February 11, 2015**

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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, February 11, 2015 at 10:00 AM

<b>Present:</b>	Tasha Lloyd	Alison Vandervelde
Jim Vanden Hoek	David Woodman	Kelly Pender
Natalie Nossal	<b>Staff Present:</b>	<b>Regrets:</b>
Barb Sproule	Dan Bell	Gary Davison
Pat Barr	Pam Morey	Phil Leonard

**1. Call to order**

The Recording Secretary called the meeting to order at 10:07 a.m.

**2. Election of Chair**

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

**THAT** Gary Davison be elected Chair of the 150th Anniversary Planning Advisory Committee for 2015.

**CARRIED**

Moved By: Mr. VandenHoek  
Seconded By: Ms. Barr

**THAT** Nominations for Chair be closed.

**CARRIED**

**Election of Vice-Chair**

Moved By: Ms. Barr  
Seconded By: Ms. Nossal

**THAT** Jim Vanden Hoek be elected Vice-Chair of the 150th Anniversary Planning Advisory Committee for 2015.

**CARRIED**

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150th Anniversary PAC Meeting Minutes  
February 11, 2015 -10:00 AM

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

**THAT** Nominations for Vice-Chair be closed.

**CARRIED**

**3. Adoption of the agenda**

Moved By: Mr. Woodman  
Seconded By: Ms. Nossal

**THAT** the agenda for the February 11, 2014 150th Anniversary Planning Advisory Committee be adopted as circulated.

**CARRIED**

**4. 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 were declared.

**5. Adoption of minutes**

Moved By: Ms. Sproule  
Seconded By: Ms. Barr

**THAT** the minutes of the 150th Anniversary Planning Advisory Committee meeting held December 10, 2014 be approved as circulated.

**CARRIED**

**6. Deputations and/or presentations**

There were none.

**7. 150th Anniversary Advisory Committee (AAC) Work Plan**

**Committee Orientation**

- 1. County of Frontenac Procedural By-law (Meeting Management)**
- 2. Code of Conduct for Members of County Council and Committees**

Presented by Kelly Pender, CAO

**2015-022 150th Anniversary Planning Advisory Committee – 2015 Work Plan Update**

The Committee discussed the rotation of County Council meetings throughout the Townships as a great way for the public to engage with the County and for promoting the 150<sup>th</sup> Anniversary. The Vice-Chair asked Alison to connect with the Frontenac News about running some editorial coverage promoting the rotation of Council meetings, and the committee supported purchasing an ad and asking Townships to post information to their websites as well.

Committee discussed its role through 2015 as community champions for the anniversary.

The committee discussed the June 13<sup>th</sup> Doors Open event and members suggested a number of societies and other groups that should be contacted for potential participation (i.e.: Bedford Heritage Society; Plevna Historical Group; Kennebec Group; church near Bob's Lake and in Ompah; local farms – Cattlemen's Association, 4H Clubs, Milk Committee; Trappers Association; school houses; Ducks Unlimited; Maple Syrup producers, etc). Ms. Barr, Ms. Sproule and Ms. Lloyd will send Alison further information by email.

The committee discussed the Canadian Plowing Championship's request to County Council for sponsorship.

Moved By: Ms. Lloyd  
Seconded By: Ms. Barr

**WHEREAS** the Wolfe Island Plowmen's Association's bid to host the 2015 Canadian Plowing Championships was accepted by the parent organization, C.P.O.,

**AND WHEREAS** and the event is expected to bring to Wolfe Island for a week approximately 30 competitors and their partners from across Canada, which is anticipated to positively impact the economy of Frontenac Islands Township and potentially drive increased attendance to the 150<sup>th</sup> Anniversary August Showcase,

**AND WHEREAS** the hosting budget is projected to be in the range of \$20,000;

**AND WHEREAS** the Canadian Plowing Championships organizing committee sent correspondence to the County of Frontenac dated February 4, 2015 asking for its consideration of a \$3,000 donation towards the event:

**THEREFORE BE IT RESOLVED THAT** the Council of the County of Frontenac supports the 2015 Canadian Plowing Championships with a donation of \$3,000.

**AND FURTHER THAT** this be expensed from the Strategic Project Reserve.

**CARRIED**

Mr. Bell and Ms. Morey provided an updated event outline to the committee and a discussion around the Heritage Ball ensued. Though the details are not set yet, the committee asked Ms. Vandervelde to email the basic information to them so they can begin promoting it in their communities and as they hand out the 150<sup>th</sup> postcards. Ms. Vandervelde will work with Mr. Bell and Ms. Morey to finalize details and prepare event tickets for the committee's next meeting. The committee also requested that Ms. Vandervelde email them the Vendor Application form so they can pass it along.

The committee discussed inviting Rick Mercer and the Mercer Report to the Showcase and that perhaps asking local celebrities to participate in a Celebrity Plow could help attract the show.

**8. Communications**

**9. Other business**

**10. Next meeting date**

**The next meeting of the 150th Anniversary Planning Advisory Committee is scheduled for Wednesday, April 8, 2015 at 10:00 a.m. at the County Administrative Building.**

**11. Adjournment**

Moved By: Mr. Woodman

Seconded By: Mr. Barr

**THAT** the meeting hereby adjourn at 11:15 a.m.

**CARRIED**



**Report 2015-037**

**COMMITTEE REPORT**

**To:** Chair and Members of the 150<sup>th</sup> Anniversary Planning Advisory Committee

**From:** Anne Marie Young  
Manager of Economic Development

**Prepared By:** Alison Vandervelde  
Communications Officer

**Date prepared:** April 1, 2015

**Date of meeting:** April 8, 2015

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**Re:** **150<sup>th</sup> Anniversary Planning Advisory Committee – County Support for Proposed Book on the History of Frontenac County**

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**Recommendation**

**WHEREAS** the historical book project as presented by Mr. Orland French requires a prohibitively high initial investment and, given the extremely labour intensive nature of selling the books, the potential for the County of Frontenac to recover its cost is low, and the project holds relatively low value as a marketing tool for the region,

**THEREFORE BE IT RESOVED THAT** the County of Frontenac not provide financial support for the historical book project as presented by Mr. Orland French.

**Background**

At the February County Council meeting, Mr. Orland French appeared before County Council and presented a proposal to publish a new history book on Frontenac County's history and requested the County's assistance. As part of the presentation, Mr. French provided a YouTube video on the geographical area of Frontenac County, which may be viewed at <http://youtu.be/XQbE2L3LuSQ>. As part of his presentation, Mr. French confirmed that the book would include events in celebration of the 150th Anniversary and is looking for Council support of \$80,000 which would print between 2500 and 3000 books. He suggested this cost could be split five ways between the County and the four





**Report 2015-037**

**COMMITTEE REPORT**

**To:** Chair and Members of the 150<sup>th</sup> Anniversary Planning Advisory Committee

**From:** Anne Marie Young  
Manager of Economic Development

**Prepared By:** Alison Vandervelde  
Communications Officer

**Date prepared:** March 31, 2015

**Date of meeting:** April 8, 2015

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**Re:** **150<sup>th</sup> Anniversary Planning Advisory Committee – 2015 Work Plan Update**

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**Background**

The County of Frontenac's 150<sup>th</sup> Anniversary Year has arrived! Tasked with providing suitable community-wide celebrations for the anniversary, the 150<sup>th</sup> Anniversary Planning Advisory Committee will continue to meet bi-monthly through 2015 to finalize preparations.

**Comment**

**1. County Council Meetings: April-July**

County Council will rotate the location of four of its meetings to the Townships in 2015:

- **April 15:** Clar-Mill Hall, 6598 Buckshot Lake Road, Plevna (Pending availability)
- **May 20:** Soldiers Memorial Hall, 1107 Garrett St, Sharbot Lake
- **June 17:** Wolfe Island Council Chambers, 1191 Road 96
- **July 15:** South Frontenac Council Chambers, 4432 George St, Sydenham

**2. Joint Accessibility Advisory Committee Meeting**

On Monday, March 16<sup>th</sup>, Ms. Vandervelde presented the outline of the August Showcase to the Frontenac Joint Accessibility Advisory Committee. The committee provided feedback, which is summarized here:

- Vendors will be located in the treed areas between the upper baseball diamond and the playground equipment and west toward the back of the park. There are

some informal pathways through that area that make the ground more easily passable, and as much as possible, vendors should be set-up in the vicinity of those pre-existing paths.

- Additional picnic tables should be brought to the site for the event, some of which should be accessible.
- There's a natural pathway that runs the length between the parking lot and the upper baseball diamond. During past events, this has become crowded with displays. If possible it should be kept open for travel.
- Ensure vendors have accessible customer service standards in place, or at the very least are willing to accommodate those with disabilities (i.e., bring food around the side of the truck, instead of handing it through a window). Condiment tables should be proper height and open underneath to accommodate those using mobility aids.
- One committee member stated that providing communications support (i.e., sign language interpreters) at the opening and closing ceremonies would be important.
- All maps and printed information should include reference to accessible entrances, washrooms, command centres, first aid stations, etc.
- It would be really great to have staff on site to assist people with disabilities throughout the weekend (i.e., PSWs).
- As this is a mass gathering, an evacuation plan must be developed, and it will need to accommodate people with disabilities.
- The committee passed the following motion and has sent a letter to the South Frontenac Township CAO/Clerk.

Moved By: Warden Doyle  
Seconded By: Councillor Dewey

**RESOLVED THAT** Frontenac Accessibility Advisory Committee has recognized that the ditch that runs between the parking lot and the baseball diamonds in Centennial Park, Harrowsmith, poses issues for those using mobility aids and recommends to the Township of South Frontenac that some form of bridge/ramp/culvert with guard rails be added to provide those using mobility aids access to this field from the parking lot;

**AND FURTHER THAT** a section of the curb along the parking lot be cut to permit mobility aid access to the field;

**AND FURTHER THAT** this work be completed by the Township prior to the summer outdoor events season to benefit events such as the Canada Day Celebrations in July and the County of Frontenac's 150th Anniversary Showcase, August 28, 29, 30, 2015.

**CARRIED**

### **3. Heritage Ball**

As per direction given at the last committee meeting, Ms. Vandervelde worked with Ms. Morey and Mr. Bell to finalize the plan for the Heritage Ball and develop tickets. Ms. Vandervelde sent the following email to committee members on Tuesday, March 31<sup>st</sup>:

*Good morning Committee Members,*

*I have a quick question for you. In the interest of openness and transparency, I will have to include any replies to this email in the next committee report. Please do not "reply all" to this email. I'm designing the tickets for the Heritage Ball right now and have included the statement "**Dress in costume (1850's to 1950's) & get your photo taken with Sir John A. Macdonald**". My quick question is this: **is the committee okay with the range of 1850's to 1950's? Or, are you thinking you want to see period costumes only?** Anne Marie and I are thinking that the range of decades will give people more options and increase the number of folks we get to dress up. Please provide feedback by Thursday; I'd like to have the tickets printed and ready for you to take away from the meeting next week (Wednesday, April 8<sup>th</sup>; 10am).*

*Thanks,  
Alison*

To which, the following replies were received:

*I think the range is good and will engage every time frame of Frontenac County, the more people the better. Maybe we could have an award for the different eras.*

— Gary Davison

*I agree that the less prescriptive the better the chance of getting people to dress up — whatever the time period it may be! Although getting your photo taken with Sir John A when you are wearing a flapper costume a la 1920's may seem a bit odd, it doesn't really matter as long as people are having fun. I don't know if you may even want to extend the timeframe to include people that simply don't want to dress up by saying "Dress in costume from the 1850's to the present time!"*

— Natalie Nossal

*Hi Alison; I think that if it's for the 150th anniversary than shouldn't the dress period be from the 1850's to the present?*

— Dave Woodman

*I am fine with the range 1850 to 1950. It probably would inspire more people to dress up as you say. Thus more fun. If done only as 1850 or there about, some folks might feel they could not go if not in such a costume/attire.*

— Pat Barr

*I don't have a problem with the dates mentioned, but I wonder if people should know that dress is optional. Some people may not want to dress in costume.*

— Barbara Sproule

#### **4. Marketing and Promotional Efforts**

Land O' Lakes Tourist Association successfully leveraged the County's \$16,000 marketing budget through an application to the Frontenac CFDC, for a final working budget of \$32,000. As per the partnership agreement, all marketing efforts will include the promotion of local businesses in addition/relation to the 150<sup>th</sup> Showcase. Following is a draft breakdown of the allocation for the marketing budget. A more fulsome draft marketing plan will be distributed under separate cover at the meeting.

<b>Medium</b>	<b>Cost</b>
Radio	\$12,000
Newsprint ads (Doors Open)	\$2,000
Map Brochure (Doors Open)	\$2,000
Print ads (150 <sup>th</sup> )	\$4,000
Posters	\$800
Save the Date postcards	\$400
Newsprint double page "program spread"	Free
Outdoor boxes for brochures (K&P)	\$400
Contingency	\$3,000
For Opportunities	\$7,400
<b>Total</b>	<b>\$32,000</b>

**5. Doors Open**

Marketing materials for the June 13<sup>th</sup> Doors Open event will be distributed to committee members when they become available. The following is an incomplete list of the locations that will be opening their doors as part of the event:

<b>Organization</b>	<b>June 13<sup>th</sup> Location</b>
Harrowsmith Women's Institute	St. Paul's United Church, Harrowsmith
Portland & District Heritage Society	South Frontenac Council Chambers
Central Frontenac Railway Heritage Society	Caboose, Sharbot Lake
Cloyne & District Historical Society	Cloyne Museum
Wolfe Island Historical Society	Old House Museum
Bedford Heritage Society	Glendower Community Hall
Clarendon & Millar Community Archives	Plevna KFPL branch
Bellrock School House	Bellrock School House
Bradshaw School House	Bradshaw School House
Sydenham Grace Centre	Sydenham Grace Centre
Verona Lions Club	Verona Lions Hall
Kennebec & District Historical Society	Kennebec Community Hall (Arden Public School)
K&P Trail	Harrowsmith HWY 38 Junction

**6. 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.

<b>Event</b>	<b>Township</b>	<b>Date</b>
ATV Ride for Dad	NF	Saturday, April 25
Sharbot Lake Farmers Market	CF	Flex
Frontenac Farmers Market	SF	Flex
Canada Day	All	Wednesday, July 1
150 <sup>th</sup> Canada Day Run	CF	July
Verona Lions Jamboree	SF	Thurs, July 9 – Sat, July 11
WI Horse Show	FI	July

Parham Fair	CF	Fri, Aug 21 – Sat, Aug 22
WI Music Fest	FI	Sat, Aug 8 – Sun, Aug 9
WI Family Baseball Tournament	FI	Aug
WI Plowing Match & Canadian Plowing Championships	FI	Sun, Aug 23 – Sun, Aug 30

**7. Financial Implications**

\$120,000 has been allocated to support community-wide celebrations of the County’s 150<sup>th</sup> 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 150<sup>th</sup> 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 Remaining 2015 Meetings**

Wednesday, June 10 at 10am
Wednesday, August 12 at 10am
Wednesday, September 9 at 10am