



**Community Development Advisory Committee Meeting
Thursday, September 8, 2016 – 10:00 a.m.
Bud Clayton Memorial Room,
2069 Battersea Road, Glenburnie, ON**

AGENDA

Page

1. **Call to Order**
2. **Adoption of the Agenda**
 - a) **That** the agenda for the September 8, 2016 meeting of the Community Development Advisory Committee be adopted.
3. **Disclosure of Pecuniary Interest and General Nature Thereof**
4. **Adoption of Minutes**
 - a) Minutes of Meeting held June 23, 2016
That the minutes of the Community Development Advisory Committee meeting held June 23, 2016 be adopted.
5. **Deputations and/or Presentations**
6. **Reports to the Community Development Advisory**
 - a) **Staff Briefing:** Anne Marie Young will brief the Committee on a Trail Maintenance Plan for the K&P
 - b) **Staff Briefing:** Kelly Pender, Chief Administrative Officer, will brief the Committee on the Branding of the Planning and Economic Development Department
 - c) **2016-097
Community Development Advisory Committee – Update Report**
 - d) **2016-098
Community Development Advisory Committee - Community Development Officer Report**
7. **Communications**
8. **Other Business**

3 - 6

7 - 10

11 - 15

9. Next Meeting

10. Adjournment



**Minutes of the Community Development Advisory Committee Meeting
June 23, 2016**

A meeting of the Community Development Advisory Committee was held in the Bud Clayton Memorial Room, County Administrative Office, 2069 Battersea Road, Glenburnie on Thursday, June 23, 2016 at 10:00 a.m.

Present:

Robert Clinton, Chair
Barrie Gilbert
Betty Hunter (telephone)
Wilma Kenny
Councillor John McDougall, Council Liaison
Councillor Ron Higgins
Warden Frances Smith

Staff Present:

Anne Marie Young, Manager of Economic Development

1. Call to Order

Robert Clinton called the meeting to order at 10:05 a.m.

2. Adoption of the Agenda

Moved by: Councillor Ron Higgins
Seconded by: Dr. Barrie Gilbert

That the agenda for the June 23, 2016 meeting of the Community Development Advisory Committee be adopted as amended.

CARRIED

3. Disclosure of Pecuniary Interest and General Nature Thereof

None were declared.

4. Adoption of Minutes

a. Minutes of Meeting held May 12, 2016

Councillor Ron Higgins cited omissions and asked that an action not captured in 5.a of the minutes (the Algonquin to Adirondacks (A2A) presentation) be included. This action was that he would ask North Frontenac to appoint someone to the A2A committee. Also the request from Anne Prichard cited in 5.b of the minutes should be recorded as an action.

Moved by: Warden Frances Smith
Seconded by: Dr. Barrie Gilbert

That the minutes of the Community Development Advisory Committee meeting held May 12, 2016 be adopted as amended.

CARRIED

5. Deputations and/or Presentations

None

6. Reports to the Community Development Advisory

**a. 2016-077
Community Development Advisory Committee
Economic Development Report**

Anne Marie Young reviewed the economic development report. She spoke to a 3-6 month work plan in the event that the funding was received from Rural Economic Development program. John MacDougall asked that further communication will be needed with South Frontenac to review their commitment and expectations of the implications of a successful grant.

Ms. Young introduced Jon Alison from Redtrain who then updated the committee on the development of the new regional brand for the County.

Moved by: Warden Frances Smith
Seconded by: Councillor Ron Higgins

That the new regional brand for the County is recommended to County Council for approval.

CARRIED

Ms. Young continued by updating the committee as to her attendance at the Frontenac Community Futures Development Committee (CFDC) meeting last evening. She asked that the committee think of an alternate way to communicate ideas to the CFDC in regard to possible collaborative projects. Currently there is not enough time allotted during the CFDC meetings to approach this possibility.

Action: Staff is to investigate the possibility of setting up a meeting between members of this committee with members of the Frontenac CFDC board.

Further to the report the committee discussed the annual Sustainability workshop held each fall. It was noted that since the work set out in the last workshop has not been completed that this fall's workshop should not take place.

Moved by: Warden Frances Smith
Seconded by: Councillor Ron Higgins

That the Sustainability Workshop not take place in 2016.

Action: Further discussion should take place as to a possible refresh of the content and format of the Sustainability workshop.

7. Communications

- a) From Jannette Amini, Clerk, advising of Council resolution regarding review and creation of a Community Grant Program. John McDougall spoke to the past County grant which was named Support to Small Scale Sustainability Community Initiatives. He cited the benefits of this grant to community groups that have difficulty obtaining funding and that is a good return on investment for both the community and the County.

Moved by: Wilma Kenny
Seconded by: Councillor Ron Higgins

That a Community Grant be established and be considered for the 2017 budget.

Action: Staff to bring a report that would show considerations for criteria and budget.

Moved by: Dr. Barrie Gilbert
Seconded by: Warden Frances Smith

That the economic development report 2016-077 be accepted.

CARRIED

8. Other Business

- a) Ron Higgins informed the committee that North Frontenac has appointed John Inglis to Algonquin to Adirondacks committee. Action completed.
- b) The committee held discussion to the title of Manager of Economic Development and felt that the position was better defined as Manager of Community Development. Ms. Young commented that the economic development is a profession and highly identifiable in Eastern Ontario.

Moved by: Councillor Ron Higgins
Seconded by: Dr. Barrie Gilbert

That the title for the Manager of Economic Development be considered for change as discussed.

CARRIED

Action: That the CAO and the Director of Planning and Economic Development look into the implications of this title change for the Economic Development Manager position and report back to the committee.

Action: That all actions be captured in a table and reviewed each meeting.

9. Next Meeting

The next meeting will be held at the County offices on Thursday, September 8, 2016

10. Adjournment

Moved by: Councillor Ron Higgins
Seconded by: Dr. Barrie Gilbert

That the meeting hereby adjourn at 11:50 a.m.

CARRIED



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Report 2016-097

Committee Report

To: Chair and Members of the Community Development Advisory Committee

From: Anne Marie Young, Manager of Economic Development

Date of meeting: September 8, 2016

Re: Community Development Advisory Committee – Economic Development Report

Recommendation

This report is for information purposes only.

Background

At its July 2015 regular meeting County Council approved the Terms of Reference for the Community Development Advisory Committee (CDAC) as follows:

Mandate

Set priorities for sustainability in the Frontenacs, implementing the visions outlined in Directions for Our Future, the Economic Development Charter & Implementation Plan, and the Trails Master Plan.

Key Activities

- Create short-term project teams for focused development within priorities
- Evaluate project team recommendations through a sustainability lens
- Proactively advise and inform Council to ensure decisions account for regional and long-term implications
- Improve community engagement in the activities that will lead to a sustainable future for the Frontenacs

Comment

The following information on current activities with regard to economic development, sustainability and trail development is offered to the committee members for perusal:

Economic Development

Implementation Plan

Branding - The new brand for the County was approved by Council on July 20, 2016. It is being used consistently in social media and many visuals are in place to date. The Community Development Officer (CDO) is working diligently to implement a brand recognition program.

Community Development Officer - The position for the Community Development Officer was posted in June 2016 and interviews took place the third week of July. There was a great deal of response to the job posting and the competition attracted a very high caliber of applicants. Alison Vandervelde was offered the position and began August 15, 2016. We are very pleased to have Alison join the planning and economic development team and with her knowledge of the County and its people we know the implementation plan is in excellent hands. A CDO activity report is provided under separate cover.

Community Opportunities Grant (COG) - Frontenac County will establish a mechanism by which residents and businesses in the County can apply for grants. The total annual amount will be estimated at \$1 per resident of the County which equates to \$28,000 and be included in the 2017 budget. The ultimate goal for the grant total would be to work toward a \$2 per resident by 2019. For reference the previous grant for small scale community projects was \$50,000 per year.

Staff are suggesting that the grant will be offered in three streams as follows:
 1) Individual; 2) Groups/Organizations; 3) Businesses. Priority will be given to asks/projects that fall within the themes and demographics of the Economic Development Charter: Trips and Trails, Food and Beverage, Recreational Lifestyle and Youth and Seniors. Examples as follows:

| Theme/ Demographic | Individual (up to \$500) Provincial/ National/ World | Group/Organization (up to \$1000) | Business Marketing (up to \$5000) |
|---------------------------|---|--------------------------------------|---|
| Trips & Trails | - Mountain Biking | - Snowmobile Club - EOTA | - Accommodation |
| Food & Beverage | - Chef competition | - Farmer's Markets - Food Council | - Artisan Cheese - Breweries |
| Recreational Lifestyle | - Extreme Kayaking | - Cycling Tour - ATV Run | - Outfitters |
| Youth / Senior | - Marathons | - Team games | |

Grants for individuals would be awarded on a basis of a person being involved in an event at a provincial, national or world level and could be awarded the grant for each year to a maximum of three years.

Grants for groups and/organizations could be awarded a grant for more than one year but each year after would be graduated at 75% (year 1= \$1000; year 2= \$500; year 3= \$500).

Grants for businesses would be awarded on a one time basis. It would require the business to contribute 50% matching funds or if the business was matching funds with another funding (example Community Futures Development Corporation) a 1/3, 1/3, 1/3 combination could be considered.

A set deadline for applications could be a set date and once met and if funds still remain applications could then be taken on a random basis until the funds are depleted.

County staff and the CDAC Chair would receive, evaluate and approve the grant applications. However if an application was received that did not fit within the set criteria but had exceptional merit then the application would come forward to CDAC.

Action for CDAC: Recommend to County Council to include the amount of \$28,000 be in the 2017 Frontenac County budget for the creation of a Community Opportunities Fund and that the fund be increased over the following two years to be the equivalent of \$2/county resident.

If approved, staff can then develop final criteria, screening and policies for the Community Opportunities Grant (COG) program and bring back to the committee for review.

Directions for Our Future – the County’s Integrated Community Sustainability Plan.

Age-Friendly Community Plan (AFCP) – The consulting company MMM Group has been hired through a request for proposal (RFP) process that was conducted in July 2016. This plan adheres to a guiding principle in Sustainable Actions 2014 as follows:

Age-friendly rural and remote communities should be supported so that residents can live fulfilled lives without having to locate to urban centres. Rural-urban migration depletes the countryside, increases unsustainable urban sprawl and diminishes traditional rural culture. It can also separate families and friends, removing supports and creating alienation.

Action for CDAC: Form a working group to support and guide the process of the project. Attend a half day workshop in October and a half day expo in November. Receive progress reports and recommend the draft AFCP to County Council for approval in February 2017.

K&P Trail Development

Anne Marie Young continues to meet with land owners of the trail portions between Tichborne and Sharbot Lake and is making some progress in the negotiation process.

Mowing along the K&P took place at the end July.

Spraying of wild parsnip was completed on a strip of K&P that is adjacent to farmland located east of the Harrowsmith junction.

A request for proposal will be issued in September for the construction of fences on three different farm properties adjacent to the K&P and located in Central Frontenac.

A briefing on trail maintenance will be given separate to this report.

Action for CDAC: Advise and inform Council of the land acquisition process for the development of the K&P Trail. Make suggestions for on-going maintenance of the K&P.

Sustainability Implications

In all that we do in the name of economic development in the Frontenacs, we will live by a set of principles that balance the economy, environment, social, and cultural interest of our communities.

Financial Implications

There is an allotment in the 2016 budget for the K&P Trail development, activities for monitoring Directions for Our Future, and the implementation plan for economic development.

Organizations, Departments and Individuals Consulted and/or Affected

Members of Community Development Advisory Committee
County Council & staff
Township of Frontenac Islands
Township of South Frontenac
Township of Central Frontenac
Township of North Frontenac
Central Frontenac Economic Development Advisory Committee
North Frontenac Economic Development Task Force
Frontenac Community Futures Development Corporation
Residents of the County of Frontenac



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Report 2016-098

Committee Report

To: Chair and Members of the Community Development Advisory Committee

From: Alison Vandervelde, Community Development Officer

Date of meeting: September 8, 2016

Re: Community Development Advisory Committee – CDO Activities

Recommendation

This report is for information purposes only.

Background

To effectively deliver the actions in the Economic Development Implementation Plan, stakeholders at the June 9th Economic Development Workshop recommended contracting a Community Development Officer for a 3 year term. Reporting to the Manager of Economic Development, the position was filled on August 15, 2016.

Comment

Recent and ongoing activities include:

1. Development of basic Work Plan:

30 Days

Develop Ambassador Package
Create priority list of business contacts
Meet with CFDC, LOLTA, and FAB
CDAC Meeting – Sept 8
OEMC Kingston – Sept 14-16
Create Priority Community Events List
Meet with Township CAOs / Mayors

100 Days

Web Portal RFP – by end of September
Present to Township Councils
Accommodations Study RFP – ready to release by end of year
Central & North Ec Dev meetings
Reach out to local Realtors re: Available Commercial Land

2. Review and understand Township-specific priorities / expectations:

| Township | Priorities |
|----------|--|
| North | <ul style="list-style-type: none"> - Branding - Accommodations – support and expand - Development of investor-ready package |
| Central | <ul style="list-style-type: none"> - Spoke/hub trail activity - Accommodations – support and expand - Signage |
| South | <ul style="list-style-type: none"> - Local food – support to producers + promotion - Fundamentals (i.e. business directory) - Lots of opportunity for day tour loops |
| Islands | <ul style="list-style-type: none"> - Ferry by Foot promotion - Enhance cycling opportunities - Develop transit solution for visitors around Wolfe Island - Encourage local food producers to start farmers market - Collaborative marketing |

3. Business outreach

Invited 15 local businesses/those with vested interest to August 26th breakfast meeting to get feedback on and promote awareness of the CIP. Personally invited: Terry Grant, Gilmour’s on 38, Jim’s Auto, L&A Mutual, owner of empty commercial properties, Harrowsmith Business Centre, Berg Elevating, South Frontenac Rental Centre, Nellie’s Gas Bar, Bowes & Cocks Realty, Wilton Creek Fabrics, Harrowsmith Horse Country, The Pizza Place, Fergusons Energy Systems, and Harrowsmith Storage.

Have had meetings with local businesses regarding the regional brand, direction of economic development in the County, future of each business, and opportunities for collaboration. See table of meetings for list of businesses.

4. Outreach to local realtors regarding Available Commercial Land Listing

It has been identified that the lack of a central listing of available commercial land is a hurdle for potential businesses looking to locate in Frontenac. Have reached out to a few local realtors on this front.

5. Submission to EDAC 2016 Marketing Awards

Have submitted the regional brand to the Economic Developers Association of Canada (EDAC) 2016 Marketing Canada Awards. The prestige that comes with winning such an award would be a great boost to regional, provincial and even national recognition of the brand.

6. Development of Brand Ambassador Program

The goal is recruiting 100 Brand Ambassadors – local businesses that agree to incorporate the regional brand into their own marketing initiatives... whether that means adding labels to their products, a customized tagline to their website, a window cling on the front door of their shop, adding #InFrontenac to their social media efforts, etc. Connecting with these existing circles of influence will multiply our efforts, adding incalculable value to our marketing programs. Working with the Manager of Economic Development to ensure inherent value to businesses, this package is very close to completion.

7. Begin development of framework for web portal

Have researched examples from around the area. Met with Manager of Information Services to understand possibilities and limitations.

8. Continued implementation of brand awareness (social media)

Working with the Communications Officer to continue use of #InFrontenac through corporate social media accounts.

Meetings to date:

| Date | Organization | Representative |
|-------------|-------------------------------------|--|
| Aug 15 | Godfrey Sculpture Park | Owner, Artist Stefan Duerst |
| Weekly | County Planning & Ec Dev Department | Anne Marie Young, Reid Shepherd, Mike Otis |
| Aug 22 | North Frontenac TWP | Mayor Ron Higgins, Councillor John Inglis, Manager of Community Development Corey Klatt, CAO Cheryl Robson |
| Aug 24 | South Frontenac TWP | CAO Wayne Orr |
| Aug 25 | Frontenac CFDC | Executive Director Anne Pritchard |
| Aug 26 | Harrowsmith CIP | TWP, CFDC, Local Businesses |
| Sept 2 | North Frontenac TWP | Presentation to Council |
| Sept 6 | Gilmour's on 38 | Owner, Nick Gilmour |

| | | |
|--------|-----------------------|------------------------------------|
| Sept 6 | Nicole's Gifts | Owner, Nicole van Camp |
| Sept 7 | Central Frontenac TWP | Clerk Administrator, Cathy MacMunn |
| Sept 7 | Ormsbee's Mercantile | Owner, Jenn Ormsbee |

Upcoming Meetings:

| Date | Organization | Representative |
|-------------|---|--|
| Weekly | County Planning & Ec Dev Department | Anne Marie Young, Reid Shepherd, Mike Otis |
| Sept 8 | Haliburton Highlands | Director of Tourism, Amanda Virtanen |
| Sept 9 | NF Businesses: Smarts Marina, Bishop Lake Sports, Fernleigh Lodge | Various |
| Sept 12 | Frontenac Islands TWP | CAO Darlene Plumley |
| Sept 12 | Frontenac Islands TWP | Presentation to Council |
| Sept 13 | Central Frontenac TWP | Presentation to Council |
| Sept 14-16 | OEMC Annual Conference | Various |
| Sept 21 | North Frontenac TWP Ec Dev Task Force | |
| Sept 27 | South Frontenac TWP | Presentation to Council |
| TBD | Frontenac Arch Biosphere | Don Ross |
| TBD | Land O' Lakes Tourist Association | Executive Director, Jen Fitzpatrick |

Sustainability Implications

In all that we do in the name of economic development in the Frontenacs, we will live by a set of principles that balance the economy, environment, social, and cultural interest of our communities.

Financial Implications

None.

Organizations, Departments and Individuals Consulted and/or Affected

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Township of South Frontenac
Township of Central Frontenac
Township of North Frontenac
Frontenac Community Futures Development Corporation
Residents of the County of Frontenac
Local Businesses