



**Community Development Advisory Committee Meeting  
Thursday, November 10, 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 November 10, 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 September 8, 2016  
**That** the minutes of the Community Development Advisory Committee meeting held September 8, 2016 be adopted.

**5. Deputations and/or Presentations**

**6. Reports to the Community Development Advisory**

- a) **Staff Briefing:** Mr. Kelly Pender, Chief Administrative Officer, will brief the Committee with respect to K&P Trail Signage.

- b) **2016-121**  
**Community Development Advisory Committee  
Economic Development Report**

This report is for information purposes only.

- c) **2016-122**  
**Community Development Officer  
Activity Report**

This report is for information purposes only.

- d) **Local Food Hub Initiatives**

Mr. Robert Clinton will provide a report on this matter.

3 - 5

6 - 9

10 - 13

**7. Communications**

- 14 - 15** a) Correspondence from Wayne Conway, Verona Community Association regarding potential kiosk for trail head in Verona
- 16** b) Correspondence from Bob Clinton regarding potential uses for the pending vacancy of the Sydenham Beer Store
- 17** c) Correspondence from Scott Gordon regarding a potential purchase of the pending vacancy of the Sydenham Beer Store

**8. Other Business**

**9. Next Meeting**

- a) The next meeting of the Community Development Advisory Committee is scheduled for Thursday, December 8, 2016 at 10 a.m. at the County Administrative Building.

**10. Adjournment**



**Minutes of the Community Development Advisory Committee Meeting  
September 8, 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, September 8, 2016 at 10:00 AM

**Present:**

Dr. Robert Clinton  
Dr. Barrie Gilbert  
Betty Hunter  
Tracy John  
Darwyn Sproule  
Councillor John McDougall, Council Liaison  
Councillor Ron Higgins

**Staff Present:**

Anne Marie Young, Manager of Economic Development  
Alison Vandervelde, Communications Officer (Recording Secretary)

**1. Call to Order**

The Chair called the meeting to order at 10:00 A.M.

**2. Adoption of the Agenda**

Moved By: Mrs. Betty Hunter  
Seconded By: Councillor Ron Higgins

**That** the agenda for the September 8, 2016 meeting of the Community Development Advisory Committee be adopted.

**CARRIED**

**3. Disclosure of Pecuniary Interest and General Nature Thereof**

There were none.



**d) 2016-098  
Community Development Advisory Committee - Community  
Development Officer Report**

General discussion ensued. No recommendation.

**7. Communications**

~~~~~

**8. Other Business**

Some discussion ensued around outstanding action around food hubs. Robert Clinton volunteered to act as a liaison for the Food Hub Group.

**9. Next Meeting**

The next meeting of the Community Development Advisory Committee is scheduled for Tuesday, October 11, 2016 at 10:00 a.m. at the County Administrative Building.

**10. Adjournment**

Moved By: Warden Francis Smith

Seconded By: Mr. Darwyn Sproule

**That** the meeting hereby adjourn at 12:10 P.M.

**CARRIED**



# FRONTENAC

**Report 2016-121**

## Committee Report

**To:** Chair and Members of the Community Development Advisory Committee

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

**Date of meeting:** November 10, 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****First Impressions Community Exchange (FICE)**

Last fall the manager was approached by the staff of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to coordinate a FICE. One was then considered possible between South Frontenac and Hastings Highlands townships.

FICE provides an opportunity for communities to gain a fresh perspective on how they are seen through the eyes of first-time visitors. The program provides a structured opportunity for communities to learn about the first impressions they convey to visitors.

Volunteer teams from partnered exchange communities each conduct an unannounced visit and record their observations on a variety of topics such as community entrances, downtown amenities, services available in the community, and tourist attractions. The observations from the visit serve as the basis of a report back to that community. The report can assist decision makers with economic development planning.

Although this has been talked about for some time the actual decision to go ahead happened within a few weeks ago. Volunteers were recruited (2 from each community) and a training was then given by Katie Nolan of OMAFRA. The villages of Verona, Harrowsmith and Sydenham were visited by volunteers from Hastings Highlands sometime before the end of October. Similarly volunteers from here will be visiting Cardiff, Wilberforce and Gooderham in the same timeframe.

A follow-up meeting with the South Frontenac volunteers is to be held this week. The information will then be coordinated into a report and we will hold a meeting sometime before the middle of December to give South Frontenac and the community the feedback from the other community. Similarly we will be going to Highlands East to present our findings to them.

**Implementation Plan – Advancing Economic Development in Frontenac through collaboration**

Branding – The new brand is being used at every possible opportunity. The manager was privileged to represent the County at a conference in Saskatoon to accept the Marketing Canada Award for best brand identity by the Economic Development Association of Canada. Sessions were attended as well and included: Jump the Fence: The Power of Counterintuitive Thinking; Formula for Economic Development Success; Succession Matching - assisting communities in retaining businesses as valuable community assets and helping to ensure local businesses continue versus shutting down; and Bridging the Generational Divide: A look at The Millennial Dream.

Community Development Officer (CDO) – A CDO activity report is provided under separate cover.

Community Opportunities Grant (COG) - This program has gone to County Council for consideration in the 2017 budget deliberations. Staff is to bring further background information to the next budget meeting in regard to measuring success.

Web-based portal – The current web designer for the County is presently building the portal in October. Content will be provided by staff. The Economic Development Manager, Community Development Officer and the Communications Officer have received training on writing content for the website. The project is to be completed by December 31, 2016.

Accommodation Study request for proposal will be issued this month for the study, which will then commence in January.

Other information:

- The manager has compiled the information for the 2017 budget and business plan for the Planning and Economic Development Department.
- Interviews to hire a new Manager of Economic Development are in process.
- Community Futures Development Corporation (CFDC) has replied to this committee's request for a meeting by saying Anne Pritchard will be a liaison to this board and she will represent the CFDC, instead of meeting.
- Coordinating a First Impressions Community Exchange and Age-Friendly Community Expos.
- Agri-Food Asset Mapping data has been sent to Ontario East Economic Development Commission (On East). Our data included over 650 entries for the farm and farm/food related industries in Frontenac. On East is the overall coordinator of the data and once it is completed we will be able to share our information with each Township.
- Directions for Our Future – the County's Integrated Community Sustainability Plan.

Age-Friendly Community Plan (AFCP) – The consulting company MMM Group lead a steering committee meeting in October. Here a vision was drafted and go-forward work plan was discussed for the community engagement process. It was decided to hold two Age-Friendly Expos; one held in Sydenham on November 18th and one held in Sharbot Lake on November 19th.

At the Expo we will provide education to the broader public on "age-friendly communities"; review existing information and findings to date; provide resources to seniors and family members/friends from the County local organizations, groups, etc. and engage the broader public in the process through facilitated focus groups.

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 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 negotiate with landowners for portions of the trail from Tichborne to Sharbot Lake. A request for proposal for the construction of approximately 3 km the trail will be issued next week.

Hunters using the trail to access their hunting spots has become a concern again this year.

A request for proposal that was to be issued in September for the construction of fences on three different farm properties adjacent to the K&P has been put on hold pending legal opinion. This will require a report to Council.

County Council has approved this committee's recommendation to enter into an agreement with Eastern Ontario Trails Alliance to deliver maintenance services for the K&P Trail.

**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



# FRONTENAC

**Report 2016-122**

## **Committee Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Kelly J. Pender, Chief Administrative Officer

**Prepared by:** Alison Vandervelde, Community Development Officer

**Date of meeting:** November 10, 2016

**Re:** **Community Development Officer – Activity Report**

---

### **Recommendation**

This report is for information purposes only.

### **Comments**

Recent and ongoing activities include:

1. Meetings with new Brand Ambassadors, bringing total to 37 (as of November 7):
  - Smart's Marina Ltd – Pauline Smart
  - Fernleigh Lodge – Kevin Phillips
  - Frontenac Farmers Market – Debbie Harris Sterling
  - Verona Hardware – Chad van Camp
  - Cardinal Café – Rob Moore
  - Seed to Sausage – Mike McKenzie
  - Sharbot Lake Country Inn & The Crossing Pub – Sandra White
  - Frontenac News – Jeff Green
  - Ewe Can Knit – Heather Woodyard
  - Memory Lane Flowers & Gifts – Christine Kennedy
  - The Point Restaurant – Carolyn Teal

- West Palmerston Cottages – Darwyn Sproule
- The Cheesecakeery – Stephanie Newman
- Frontenac Home Sales – Rubi Sulyma
- TR MacMunn Signs – Rodger MacMunn
- Food Less Travelled – Kim Perry
- Sherwood Park Campground – Daniel Vaillancourt
- Nowell Motors Ltd – John Nowell
- Cheryl Brown - Dominion Lending Centres – Cheryl Brown
- Bear Root Gardens – Kate Joslin
- Robinson Excavating – Spencer and Heather Robinson
- Adam Rayner - Sutton Group Realty – Adam Rayner
- Wolfe Island Pub and Pizzeria – James Kirkham
- Back 40 Artisan Cheese – Jenna Fenwick
- Jenna Rose Textiles – Jenna Fenwick
- Gray's Grocery – Jonathan DesRoche
- Frontenac Outfitters – Larry & Christine Showler and Cory Davis
- Kingston & Area Ice Stock Club – Chris Hammer
- Cox Bus Lines Ltd – Jen & Mitch Cox
- Double S Sports & Marina – Denis Bedard & Rose Boivin
- Polished Spa – Holly Labow
- EJM Creations – Betty Hunter
- Natural Capital Resources – Kathy Wood
- Loughborough Inn – Harvey Webster

2. Meetings with Other Organizations / Individuals

- Frontenac Islands – Darlene Plumley, Chief Administrative Officer
- Frontenac Arch Biosphere – Don Ross, Vice President
- Land O' Lakes Tourism Assoc. – Jennifer Fitzpatrick, Executive Director
- KFL&A Public Health – Miranda Iezzi, Public Health Inspector
- KEDCO – Ella Vanderburgt, Business Development Officer
- L&A County – Tracey Snow, Business Development Officer
- Frontenac County Councillors Doyle and Nossal
- A commercial property owner regarding challenges and available space
- Haliburton Highlands – Director of Tourism, Amanda Virtanen regarding their branded promotional items program

- Frontenac Cider Cottages – Joan Hollywood
- Ontario Highlands Tourism Organization – Julie Mulligan
- Goodfellow’s Flowers – Rimpby Kaillon
- Hank Connell, Sugarwoods Farms

3. Attendance at the following:

- September Frontenac Island Township Meeting – Presented Brand
- September Central Frontenac Township Meeting – Presented Brand
- September Ontario East Municipal Conference
- September North Frontenac Economic Development Task Force Meeting
- September South Frontenac Township Meeting – Presented Brand
- October Opening morning for Muddy Waters Restaurant, Verona
- Land O’ Lakes Tourism Association AGM – Presented Brand

4. Have done two media interviews, resulting in positive exposure for the Brand Ambassador Program: in the [Frontenac News](#) and the [Kingston Region News](#)

5. Available Commercial Land Listing

Have secured an agreement with the Kingston & Area Real Estate Association for access to their data feed of listed commercial properties.

6. Submission to EDCO 2016 Marketing Awards

Have submitted the regional brand to the Economic Developers Council of Ontario (EDCO) 2016 Marketing Awards, which will be announced in February 2017. On the heels of the EDAC award, this honour would contribute to the continued positive momentum of brand recognition.

7. Continue development of framework for web portal

Ongoing work with Web Development Company toward creation of web portal.

8. Continued implementation of brand awareness (social media). In conjunction with Communications Officer, have posted 27 Brand Ambassadors on Facebook (as of November 7). The rich content generated by the brand ambassador program lead to impressive social media growth:

- Impressions of page posts: 198,050
- The number of unique people who have engaged: 13,216
- An increase of 476 likes to the County Facebook page

**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**

Falls within the budget of the Planning and Economic Development department.

**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  
Frontenac Community Futures Development Corporation  
Residents of the County of Frontenac  
Local Businesses

**Jannette Amini**

---

**From:** info@esolutionsgroup.ca on behalf of wayne.conway@bell.net  
**Sent:** Wednesday, November 02, 2016 3:46 PM  
**To:** Jannette Amini  
**Subject:** Property Bellrock Road Verona (Trail Head)  
**Attachments:** kiosk 173e09dea-2ef4-43bc-807b-12dcba35a78.jpg

Jannette,  
Verona has a kiosk (photos attached)that is sitting on Revell Ford property. They would like to have it moved by the end of May. The kiosk is managed by the VCA. The VCA's proposal is to move the kiosk to the trail head at Bellrock Road and Road 38 in Verona. Would the planning committee consider this offer? Also we have two steel park benches originally planned to be placed on the main drag in Verona, however it may be more suitable at the same corner. Many residents are very excited about the County taking over the property. We hope the County will be looking for public input on the design/plan of the property. The VCA is offering our services for public meetings.

Wayne Conway VCA President 613-374-3807

-----  
Origin:  
<http://www.frontenacounty.ca/en/contacts/search.aspx?s=PI500vTWr7SIQLzOPIUscm1hQeQuAleQuAl>  
-----

This email was sent to you by wayne.conway@bell.net through <http://www.frontenacounty.ca/>.



**Jannette Amini**

---

**Subject:** FW: Beer Store Property in Sydenham

Hi Anne Marie,

I am bringing up an opportunity that the County may want to consider. The beer store is now closed and the owner is moving quickly to try and sell it. Signs went up very The location of the property provides many potential opportunities that would fit in with the vision of economic development of the county. Located next to the Cataragui Trail it could be used in many ways, including providing services to a variety of users. The contact information of the real estate agents are:

Webster Retail 905 607 1324 [www.websterretai.ca](http://www.websterretai.ca)

Agents Kevin Sheardon ext 28 (kevin@...) and Murray Huffman ext 26 (murray@...)

Let me know if this is of interest and if I can help out in any way.

Bob

**Jannette Amini**

---

**Subject:** FW: Beer Store property in Sydenham

Hi Anne Marie. I left a message for you about advice you might provide in terms of one of the local tiers of municipal government purchasing and developing the presently for sale Beer Store lot in Sydenham. The location is screaming out for a state of the art bike cafe/repair/short term accommodations facility!

[http://www.nbcnews.com/id/41953889/ns/travel-active\\_travel/t/growing-number-bike-cafs-gear-serve-cyclists/#.WBC6KvkrLIU](http://www.nbcnews.com/id/41953889/ns/travel-active_travel/t/growing-number-bike-cafs-gear-serve-cyclists/#.WBC6KvkrLIU).

<http://www.hamiltonbusiness.com/dir/2014/05/champions-of-cycling/>

I chair the South Frontenac Rides Committee of South Frontenac municipal council. One of our members is Ross Sutherland. All of our members see this property sale as a massive opportunity to fulfill many of the principles outlined in your Economic development Charter for the Frontenacs. Any guidance you could provide to make this economic vision a reality would be immensely appreciated.

Cheers,  
Scott Gordon

-----  
Origin:

<http://www.frontenacounty.ca/en/contacts/search.aspx?s=PI500vTWr7SIQLzOPIUscm1hQeQuAleQuAl>

-----  
This email was sent to you by [mjsgordon@xplornet.ca](mailto:mjsgordon@xplornet.ca) through <http://www.frontenacounty.ca/>.