



**Community Development Advisory Committee Meeting  
Thursday, June 23, 2016 – 10:00 a.m.  
Bud Clayton Memorial Room,  
2069 Battersea Road, Glenburnie, ON**

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**AGENDA**

Page

**1. Call to Order**

**2. Adoption of the Agenda**

- a) **That** the agenda for the June 23, 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 May 12, 2016**

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

**5. Deputations and/or Presentations**

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

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

This report is for information purposes only

**7. Communications**

- a) From Jannette Amini, Clerk, advising of Council resolution regarding review and creation of a Community Grant Program.

**8. Other Business**

**9. Next Meeting**

- a) To be determined at the meeting.

3 - 5

6 - 10

11 - 12

**10. Adjournment**



**Minutes of the Community Development Advisory Committee Meeting  
May 12, 2016**

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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, May 12, 2016 at 10:00 AM

**Present:**

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

**Staff Present:**

Anne Marie Young, Manager of Economic Development

**1. Call to Order**

The Chair called the meeting to order at 10:03 AM

**2. Adoption of the Agenda**

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

**That** the Agenda for the May 12, 2016 Meeting of the Community Development Advisory Committee be adopted.

**CARRIED**

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

There were none.

**4. Adoption of Minutes**

**a) Minutes of Meeting held March 17, 2016**

Moved By: Dr. Barrie Gilbert  
Seconded By: Mr. Darwyn Sproule

**That** the minutes of the Community Development Advisory Committee meeting held March 17, 2016 be adopted.

**CARRIED**

**5. Deputations and/or Presentations**

- a) Emily Conger**, Chair of the Algonquin to Adirondacks (A2A) Trail Committee; presented to the Committee an overview of the Organization and its future plans. After the presentation Ms. Conger asked that the committee consider having a point person to liaise with A2A, engage in developing a detailed route plan and attend the A2A Trail Conference.
- b) Anne Prichard**, Executive Director for Frontenac Community Futures Development Corporation; provided the Committee with a presentation regarding its programs, Strategic Plan and the FAB Project. She asked that the County investigate possible available land for sale and to assist in stream-lining the processes required for new business to locate in Frontenac.

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

**a) 2016-056  
Community Development Advisory Committee  
Economic Development Report**

Anne Marie Young presented the report. Redtrain, consultants for the branding exercise, were on hand to update the committee on the research and positioning piece of the project. Committee members gave comment and suggestions for their continuing work.

**7. Communications**

- a)** From Jannette Amini, Clerk, advising of Council resolution regarding CDAC recommendations.

**8. Other Business**

Wilma Kenny updated the committee on the Teeny Tiny Places Summit held recently at Seeley's Bay. She suggested that the book referenced during the speaker session "13 Ways to Kill Your Community" is an interesting read.

Councillor John McDougal suggested the committee look to ways to further collaborate with the FCFDC.

**9. Next Meeting**

The next meeting of the Community Development Advisory Committee is scheduled for Thursday, June 23, 2016 at the County Administrative Building.

**10. Adjournment**

Moved By: Councillor John McDougall

Seconded By: Dr. Barrie Gilbert

**That** the meeting hereby adjourn at 12:15 PM

**CARRIED**



**Report 2016-077**

**Committee Report**

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

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

**Date of meeting:** June 23, 2016

**Re: Community Development Advisory Committee – Economic Development Report**

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**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**

Branding exercise: Redtrain has completed the visual identity piece of the project. They presented to County staff and to the North Frontenac Economic Development Task Force; it was received well. The Manager of Economic Development (Ec Dev) has presented the same to Central Frontenac Economic Development Advisory Committee, the CAOs of the four Townships and County staff members. Redtrain is expected be at this meeting to explain the concept.

**Action for CDAC:** Receive the visual identity for the County of Frontenac and make recommendation to Council.

**Anticipated Funding**

News of our funding efforts to the Rural Economic Development (RED) program is still pending but we are greatly encouraged of late that we are successful. To be ready when the news comes the following outline of a work plan for the next three to six months is a follows:

**Review of Budget to RED – July 1, 2016 to March 31, 2017**

<b>Revenue</b>	
County of Frontenac	\$ 410,000
Townships	65,000
Private contribution	5,000
RED	310,000
<b>Total Revenue</b>	<b>\$ 790,000</b>
<b>Expenditures (activities)</b>	
Branding exercise	\$ 40,000
Web-based portal	30,000
Community Development Officer (CDO)	210,000
Travel costs for CDO	65,000
Brand Recognition campaign	85,000
Local Food/Agri-Business Awareness	110,000
Trail/Artisan/Farm Gate Signage (uniform design)	135,000
“Ferry by Foot” Program & Promotion	65,000
Accommodation Study	50,000
<b>Total Expenditures</b>	<b>\$ 790,000</b>

**Economic Development Work Plan – 3 to 6 months (draft)**

**Branding & Brand Recognition Campaign**

- Launch at July 20<sup>th</sup> Council meeting
- Engage township councils and staff
- 100 business brand ambassadors – target accommodations, food, recreation lifestyle
  - Window tags, a patch, design style guide (scoped)
  - Signed ambassador agreement

**Web Based Portal**

- Landing page
- Research, background and data gathering
- Request for proposal for web development

**Community Development Officer**

- July 15<sup>th</sup> – projected start
- Secure transportation – small distinctive vehicle – wrapped in new brand (\$10K)
  - Charge back mileage to program
- Goal – 3 days out of 5 in the field
  - Deliver Brand Ambassador Program
  - Engage people on the K&P Trail

**Accommodations Study**

- Land Use Review – GIS
  - Green – Ready to Go
  - Yellow – Minor Obstacles (Road extension, minor variance)
  - Red – Not a good bet for the first round (Barriers to Development)
- Target Nov 1<sup>st</sup> for release of RFP
- Decision on consultant by end of 2016

**Ferry by Foot Program (can be renamed)**

- CDO to engage Wolfe Island community
  - Identify potential projects/project scope for review by Frontenac Islands and CDAC
  - Potential for international element/interaction
- Social media campaign

**Local Food/Agri Business**

- Summer Student – Agri-Food Asset mapping (Ontario East Economic Development Commission)
- Engage the Agricultural Community
- Engage South Frontenac and Frontenac Island Councils
- Ec Dev Manager – Continued partnership with Kingston
- Ec Dev Manager – Food Hub Partnership – scoping direction

**Signage:**

- Inventory, prioritize and ranking – 2016

- Review by CDAC

Other:

- Recruitment for new Manager of Economic Development
  - October/November
  - Community Grants Program (formerly Small Scale Community Sustainability Program) - related to the Economic Development Charter
    - Discussion – four Categories
      - Community/Not For Profit Groups
      - Businesses – “real work required to promote the Frontenac Brand”
      - Individuals
      - Research

### **Frontenac Community Futures Development Corporation (FCFDC)**

FCFDC held its annual general meeting in June and the opening of Wolfe Island Brewing Company was announced. Ms. Young will present to FCFDC June 22, 2016 to update its board on the County’s economic development plan and to spur discussion for opportunities for collaboration between the two entities.

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

Fall Workshop - suggested dates are: September 29, 30, October 6, 2016, location to be determined.

**Action for CDAC:** Suggest topics for the fall workshop.

### **K&P Trail Development**

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

The K & P Trail has received some very good media coverage in the Kinston Whig Standard, Twitter and Kingston This Week. Traffic on the trail since then has noticeably increased.

Several attempts to clear a beaver dam in a major culvert north of the access at White Lake has finally met with success. It was holding back water that potentially would flood a private entrance for cottagers to St. Andrew’s Lake.

South Frontenac public works is including bridges inspections, grass cutting, and weed control for the K&P in their 2017 budget deliberations. Other maintenance best practises research continues.

Ms. Young is attending the Trailhead Conference in Calabogie July 19 through 21, 2016.

**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



**VCA Proposal  
For Electronic Sign at Road 38 & Burnett St. Verona**

- Electronic Sign at existing structure Road 38 & Burnett Street Verona (approx cost \$30,000.00 to \$35,000.00) VCA have raised \$30,000.00
- Verona Lions Club committed \$2,500 for the installation of the sign
- County of Frontenac: Installation of power (Quote from Bishop Electric) approx \$1000.00
- Township of South Frontenac: Power from wired source installation and monthly (Township of South Frontenac) direct hook up to light pole on special Township rate, no meter: 270 kwatts per month \$55.00 + tax \$62.15
- What's in it for the VCA?

Promotion of festivals, church functions, Verona Lions public function, public meetings, safety notices, traffic control (in the local area, Verona, Hartington, Godfrey, Bellrock); managed by VCA

- What's in it for the Township and County?

Notices that pertain to the Township in the local area, may include promotion of events Cattail, Lions Jamboree, Garlic, etc and in other districts ex: Pumpkin Festival, Cyclefest, Family Day, Canada Day announcements, Recreation: Soccer, Baseball, Football, Swim registration information; Budget input requests prior to public meetings regarding development applications

Notices that pertain to the County in the local area, may include information relative to public awareness, may include warning messages such as severe weather recovery, unforeseen disaster circumstances, K & P Trail information, County events, plowing match, Open Doors, special celebrations, etc.

On behalf of the VCA

Wayne Conway  
President VCA (Verona Community Association)