



**Community Development Advisory Committee Meeting
Thursday, August 9, 2018 – 10:30 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 August 9, 2018 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 10, 2018

That the minutes of the Community Development Advisory Committee meeting held May 10, 2018 be adopted.

5. Deputations and/or Presentations

6. Reports to the Community Development Advisory

- a) **2018-102
Community Development Advisory Committee
Regional Active Transportation Plan**

This report is for information purposes only.

- b) **2018-103
Community Development Advisory Committee
K&P Trail Sign Maintenance Policy**

Be It Resolved That the Council of the County of Frontenac approve the K&P Trail Sign Maintenance policy attached to this report as Appendix A.

- c) **2018-104
Community Development Advisory Committee
Ambassador Program Review & Annual Survey**

3 - 7

8 - 10

11 - 16

17 - 22

This report is for information only. It is intended to solicit advice from the Committee on the draft questions for the Frontenac Ambassador Program Survey that will be open for feedback in September 2018.

7. Communications

8. Other Business

9. Next Meeting

- a) The next regular meeting of the Community Development Advisory Committee is scheduled for Thursday, October 11, 2018 at 10:30 a.m. at the County Administrative Offices.

10. Adjournment



**Minutes of the Community Development Advisory Committee Meeting
May 10, 2018**

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 10, 2018 at 10:30 a.m.

Present:

Robert Clinton, Chair
Betty Hunter, Vice Chair
Barrie Gilbert
Tracy John
Wilma Kenny
Councillor John McDougall, Council Liaison
Warden Ron Higgins

Regrets:

Ella Vanderburgt

Staff Present:

Richard Allen, Manager of Economic Development
Kelly Pender, Chief Administrative Officer
Alison Vandervelde, Communications Officer
Jannette Amini, Manager of Legislative Services/Clerk (Recording Secretary)

1. Call to Order

The Chair called the meeting to order at 10:30 a.m.

2. Adoption of the Agenda

Moved By: Warden Higgins
Seconded By: Ms. John

That the agenda for the May 10, 2018 meeting of the Community Development Advisory Committee be adopted.

Carried

3. Disclosure of Pecuniary Interest and General Nature Thereof

There were none.

Ms. Vandervelde also provided a draft of a visitor guide that they are working on for Wolfe Island.

- b) 2018-071
Community Development Advisory Committee
Highway 7 Area Profile Signage
This report is for information purposes only.**

Ms. Vandervelde provided an overview of the report and accepted questions from the Committee.

- c) 2018-072
Community Development Advisory Committee
Ignite Program Recap and Next Steps
This report is for information purposes only.**

Ms. Vandervelde provided an overview of the report and accepted questions from the Committee.

It was noted that there was a combination of participants at this event including accommodations, festivals, theatre groups, and food services.

Regarding the question of if the County is looking to formally partner with this program, Mr. Allen noted that there is accountability built into the program and Ontario Highlands will work directly with the operators. Some initiatives will be from the County and some from Ontario Highlands. This is the fourth time that Ontario Highlands has offered this and they will continue to support this product development. Last week they had a stake holder session which focused on additional training and finding community champions that could act as a train the trainer type idea. They are working with the international organization Destination Think that works on developing these networks in Tourism Destinations worldwide. This information will be provided to Township Economic Development Committees.

- d) 2018-073
Community Development Advisory Committee
Motorized Vehicles on K&P Trail**

Moved By: Warden Higgins
Seconded By: Ms. John

Be It Resolved That motorized off-road vehicles not be permitted access to the K&P Trail from Bellrock Road to Craig Road as per current policy,

And Further That ATV detour signage be established from the Trailhead location through the village of Verona along Road 38 to the K&P Trail intersection at Craig Road;

And Further That the County of Frontenac remain open to options for future access from the Verona Street portion of the K&P Trail to Road 38.

Carried

Mr. Allen provided an overview of the report noting that many local residents did not want to see ATV's on the trail so the compromise that is being proposed in the future would be the noted option of Highway 38. This addresses safety concerns expressed by the ATV clubs. Most comments/concerns expressed were around Prince Charles Public School and area homes. The proposed compromise is acceptable by Trans Canada Trail who that provided support via an email earlier today. It was also noted that this is acceptable and supported by the Township of South Frontenac.

Future reports and budgeting will need to address the financial implications need to increase security and additional costs for the gates. Mr. Allen will be working on this and this will be dependent on how accessible we make the gates as this is a sloped area.

7. Communications

- a) From Karen A. Fischer, OMAFRA advising of this year's Teeny Tiny Summit

8. Other Business

Ms. Kenny requested follow up regarding the arts funding request by Jonas Bonnetta. Staff will be bringing this back to the Committee when finalized as it has taken time to coordinate meetings that include the Kingston Arts Council. Mr. Bonnetta and Mr. Allen have discussed options of the Kingston Arts Council playing a role in such a program so once all options are identified, this will come back to the Committee. Staff have also had discussions regarding the Peterborough model and how that works.

Ms. Vandervelde provided the committee a quick overview on the success of the Ambassador Networking event that was held recently.

Mr. Clinton noted that Cabinscape site recently launched at Frontenac Outfitters. This is the third tiny home accommodation the company has launched in Frontenac.

Ms. Vandervelde noted the Frontenac Five initiative by the County that focuses on five events each month that may draw people from outside the region. She suggested to Committee members that if they are aware of anything happening that may fall into this, to please let her know.

9. Next Meeting

The next meeting of the Community Development Advisory Committee is scheduled for August 9, 2018 at 10:30 a.m. at the County Administrative Building.

10. Adjournment

Moved By: Mr. Gilbert

Seconded By: Mr. Kenny

That the meeting hereby adjourn at 11:27 a.m.

Carried



Report 2018-102

Committee Information Report

To: Chair and Members of the Community Development Advisory Committee

From: Richard Allen, Manager of Economic Development

Date of meeting: August 9, 2018

Re: **Community Development Advisory Committee – Regional Active Transportation Plan**

Recommendation

This report is for information purposes only.

Background

In late 2017, Frontenac County declared its participation in the Ontario Municipal Commuter Cycling Program (OMCCP) and became eligible for four years of cycling infrastructure allocations from the province of Ontario. In order to undertake these projects a cycling or active transportation plan must be in place, however it is possible to use this funding to complete a plan. The County of Frontenac was allocated \$120,177.19 for the first year of the program prior to program cancellation and future allocations will no longer be provided. The County of Frontenac has until 2020 to complete the identified projects in the OMCCP program, including the Regional Active Transportation Master Plan.

As part of the 2018 budget process, County Council approved the use of OMCCP funds for the development of a regional active transportation plan and staff selected Alta Planning + Design to complete the work through a competitive RFP process.

Comment

Township Engagement

To lay the groundwork for the Regional Active Transportation plan, the consultant has worked with County GIS staff to gather data related to road design, speed limits, trails, crossings, sidewalks, and planned capital works. Once this data was collected staff and the consultant met in person with representatives from each township's public works

department to discuss the quality of the GIS information, and to gather a township perspective on opportunities and challenges associated with the development and promotion of active transportation in our Frontenac communities. The consultant conducted field visits to various hamlets and villages between township staff meetings.

Public Engagement

On July 14th staff and the consulting team attended the Lake and Trails Festival in Sydenham with a booth dedicated to the Active Transportation Plan. The team brought a poster board with examples of how active transportation facilities in small-town settings looks, as well as a map of Frontenac County with existing active transportation facilities.

During the day, the team spoke with approximately 112 people about the ongoing active transportation plan for Frontenac County. People were asked to share their experiences of walking and cycling in Frontenac County. The reception for the plan was positive and people were willing to share their experiences. Common themes included interest in paved shoulders, keeping well maintained multi-use trails, ensuring connected sidewalk infrastructure and development of bike lanes.

The consulting team will also be in Marysville in August with a similar set-up to the Lake and Trails Festival and on August 25, the team will be at the Cardinal Café in Sharbot Lake to engage with local residents.

In addition to in person engagements with residents and township staff, the County has launched an online engagement map that can be found at the following link:

<http://www.frontenacounty.ca/activetransportation>

As of July 26, this survey has received 73 comments and it will remain open throughout the plan engagement period in August and September. Almost all of the comments thus far have been constructive and will benefit the plan as it moves forward.

Some examples of comments:

“Gates along the Cataraqui trail are not bike friendly. They require dismounting in places. if cycling is going to be encouraged the gates should be designed in a way that is passable on a bike with minimal skill at slow speeds”

“This piece of highway 7 desperately needs a paved shoulder. Help people safely access the retail area, and travel to quieter sideroads like 509, Fall River, Sharbot Lake Provincial park.”

“Our family (and others from this area) walk along Battersea Road into the village. It is quite dangerous due to the speed of traffic and many hills and turns. Paved shoulders may increase safety.”

Sustainability Implications

The County of Frontenac Guide to Sustainability, Directions for Our Future, identifies the development of a “complete transportation system” which “includes a network for non-

mechanized methods of travel.” Indicators of success include pedestrian friendly streets and kilometres of bicycle lanes established.

The Regional Active Transportation Plan will enable townships to integrate active transportation projects into long-term capital plans, and to apply for additional funding dedicated towards active transportation infrastructure.

Financial Implications

Frontenac County has received \$120,177.19 of funding from the OMCCP, however the program has been cancelled and no future allocations will be received. \$40,000 of this funding has been combined with \$40,000 from the Community Development Reserve to complete the Regional Active Transportation Master plan.

The project is on budget and on schedule.

Organizations, Departments and Individuals Consulted and/or Affected

Alta Planning + Design
Joe Gallivan, Planning and Economic Development
Township of Central Frontenac
Township of North Frontenac
Township of South Frontenac
Township of Frontenac Islands



Report 2018-103

Committee Recommend Report

To: Chair and Members of the Community Development Advisory Committee

From: Richard Allen, Manager of Economic Development

Date of meeting: August 9, 2018

Re: **Community Development Advisory Committee – K&P Trail Sign Maintenance Policy**

Recommendation

Be It Resolved That the Council of the County of Frontenac approve the K&P Trail Sign Maintenance policy attached to this report as Appendix A.

Background

As part of the of the Rural Economic Development Program “Advancing Economic Development in the Frontenacs through Collaboration” it was agreed that consistent trail sign design would be a part of the outcomes achieved through the program. In addition, all new trail development must meet AODA accessibility regulations, so it was determined that signage should be consistent for the length of the K&P Trail.

Examples of sign design have been reviewed over the past year by the Community Development Advisory Committee, the Frontenac Municipal Accessibility Committee and County planning staff.

Comment

The K&P Trail wayfinding signage program has been developed in order to improve user experiences of the trail, address accessibility legislation and to maintain consistent regional messaging and branding between the Kingston K&P Trail and the Frontenac K&P Trail.

The scope of work associated with this project consists of the following:
(Examples can be found in appendix B)

- 2 existing Kiosk panel replacements

- 4 existing “Tall Boy” panel replacements
- 4 New “Tall Boy” structures
- 34 Wayfinding signs
- 43 Arrow signs
- 55 Kilometer markers

Due to the significant number of signs and the importance of the information provided to users for accessibility, safety and general navigation, staff are recommending a maintenance policy to assist in the long term budget planning for maintenance and replacement.

The maintenance policy requires staff to make biannual inspections using GIS software to regularly document the condition of the sign asset.

It is anticipated that this policy will be incorporated in a larger set of maintenance standards and incorporated into an updated Trails Master Plan.

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

The funds for this project are a budgeted program as part of the “Advancing Rural Economic Development through Collaboration” program supported by the Rural Economic Development (RED) program. In addition to the funds above, Planning and Economic Development staff were able to secure additional grant funding from the Trans Canada Trail organization.

Replacement of individual signs lost due to damage or vandalism will be accounted for and budgeted through the County’s K&P Trail operational budget.

Trail signs will need to be updated and replaced on a 5 – 7 year cycle and will be planned for through the County’s asset management program.

Organizations, Departments and Individuals Consulted and/or Affected

Susan Brant, Treasurer



Corporate Policy & Procedure Manual

Revision Date:

Subject: Trail Sign Maintenance Plan

Index Number DRAFT
Page 1 of 1

Approved: DRAFT

Effective Date: DRAFT

Policy: K&P Trail Sign Maintenance

Objective: This plan ensures that

- Assets are regularly inspected for condition, safety, accessibility and compliance with any relevant legislation and/or policy
- A system will be in place to capture information regarding sign maintenance and condition

Procedures: Trail Signs will be regularly reviewed to ensure information remains relevant and are in good condition.

1. Regular Trail Inspections including signage

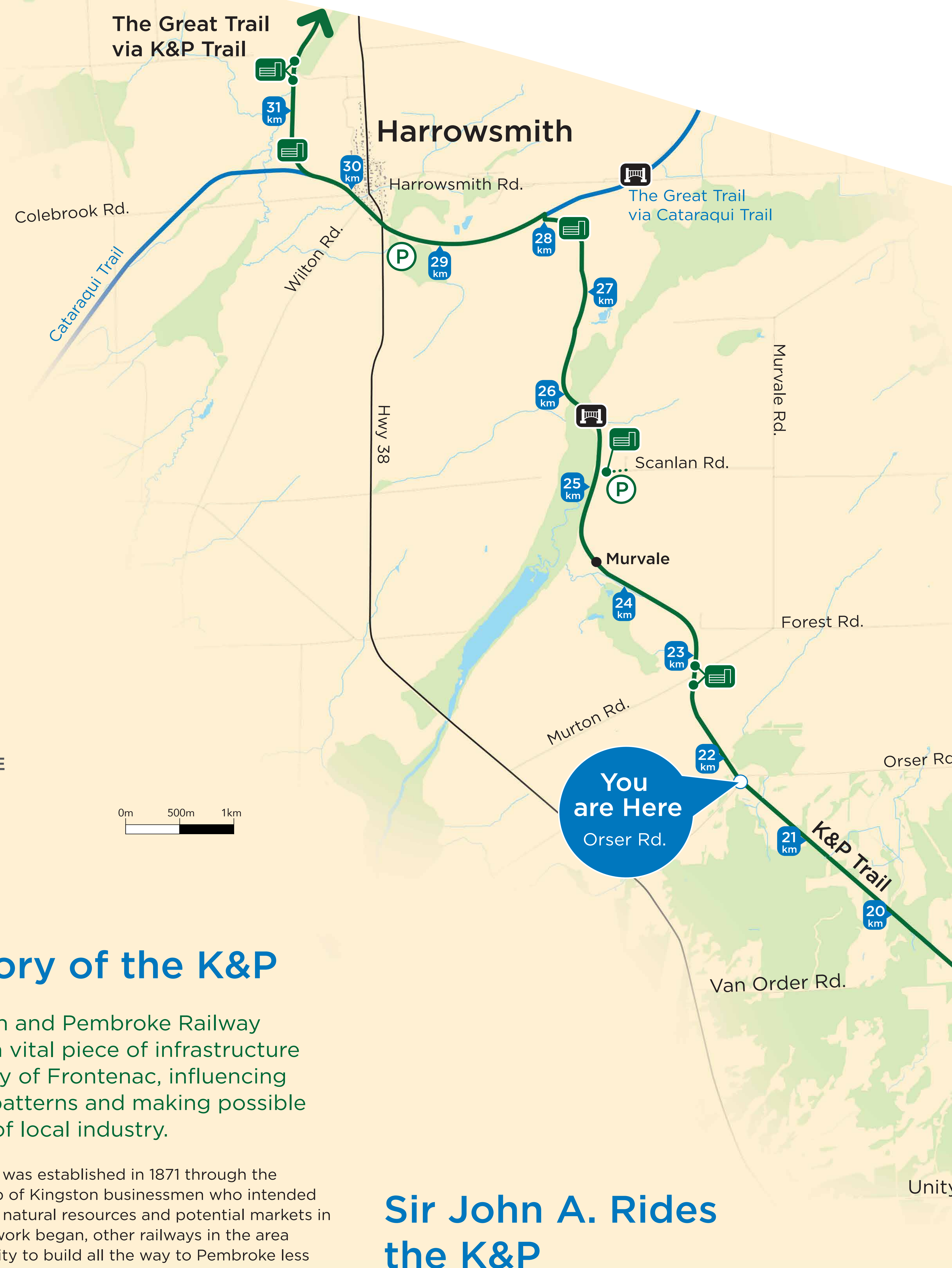
A Trail Inspector will review the condition of the trail on a weekly or biweekly basis and will regularly update condition of trail related assets in the GIS data base. Assets to be inspected include Trail Surface, Culverts, Road Crossings, Wayfinding Signage and Trail Access Points.

2. Bi-Annual Sign Audit

During the Spring and Fall seasons, staff will review the condition of all trail signs, identifying the condition of signs and individual replacement requirements.

3. Capital Asset Replacement Schedule

Trail Signs are included in the Frontenac County Asset Management plan with a replacement cycle of 5-7 years.



The Story of the K&P

The Kingston and Pembroke Railway (K&P), was a vital piece of infrastructure in the County of Frontenac, influencing settlement patterns and making possible the growth of local industry.

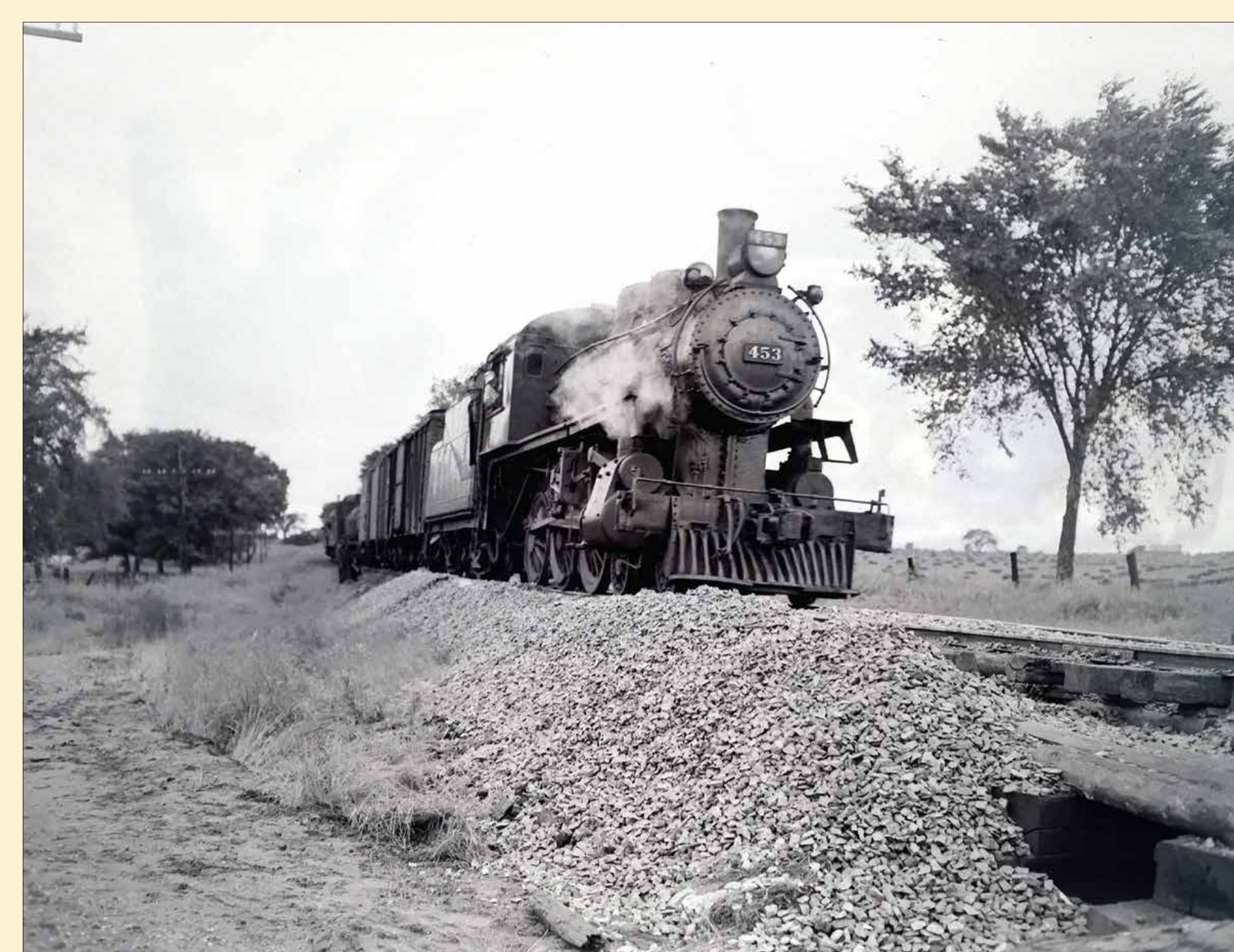
The K&P Railway was established in 1871 through the efforts of a group of Kingston businessmen who intended to gain access to natural resources and potential markets in the north. After work began, other railways in the area made the necessity to build all the way to Pembroke less critical. Accordingly, the K&P Railway was allowed to connect with the Canada Central at any point before Pembroke. In 1884, the K&P was completed to Renfrew, the closest it would come to its namesake community, Pembroke.

The anticipated volume of Ottawa Valley traffic never materialized for the K&P Railway, and in 1894 the company fell into receivership. Operation was later assumed by the Canadian Pacific Railway and over time the entire line was abandoned. The final section from Tichborne to Kingston was abandoned in 1986.

In the late 1980's Bell Canada purchased the land to expand its existing communications networks. In 2002, the City of Kingston negotiated with Bell Canada to acquire the former K&P corridor within the city limits, and in December 2007 the Kingston portion of the K&P Trail was officially opened to the public.

In 2008, the County of Frontenac acquired many of the remaining sections of the right-of-way to develop the lands for a safe and accessible recreational trail linking the Kingston portion of the K&P at Orser Road to Harrowsmith and then continuing to Sharbot Lake.

From The Frontenac K&P Trail Implementation Plan



A train passing through the countryside, north of Kingston, 1951. Photo by George Lilley, (V25.5 16-176, courtesy of the Queen's University Archives)

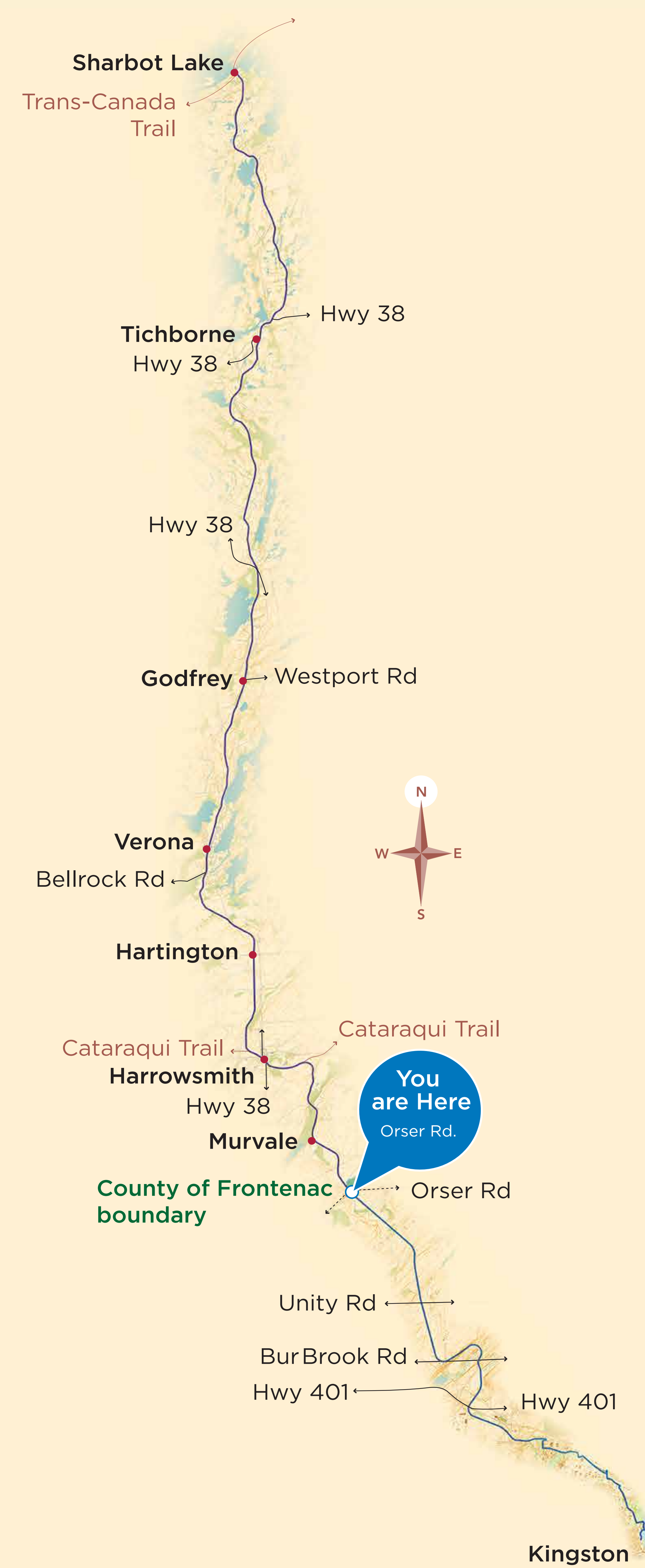
Sir John A. Rides the K&P

One of the most distinguished travelers on the K&P was Canada's first Prime Minister, Sir John A. MacDonald. During the latter years of his life he travelled on the K&P while attending to the business of the nation, and when he died, it was the K&P which brought him home to rest at Kingston.

He died on the sixth of June, 1891, shortly after an election which had returned him to office. The train was draped in black, as were all the stations that lined the route. The train travelled very slowly, as it passed through Parham, Verona and all the rest of the locations along the K&P. Farmers working in their fields stood "hat in hand with bowed heads" as the train passed them.

The funeral train reached Kingston at eleven a.m., but for hours before this, throngs of people had gathered at the K&P station, and at the City Hall.

From In Search of the K&P by Carol Bennet and D.W. McCuaig



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K&P at Scanlan Road

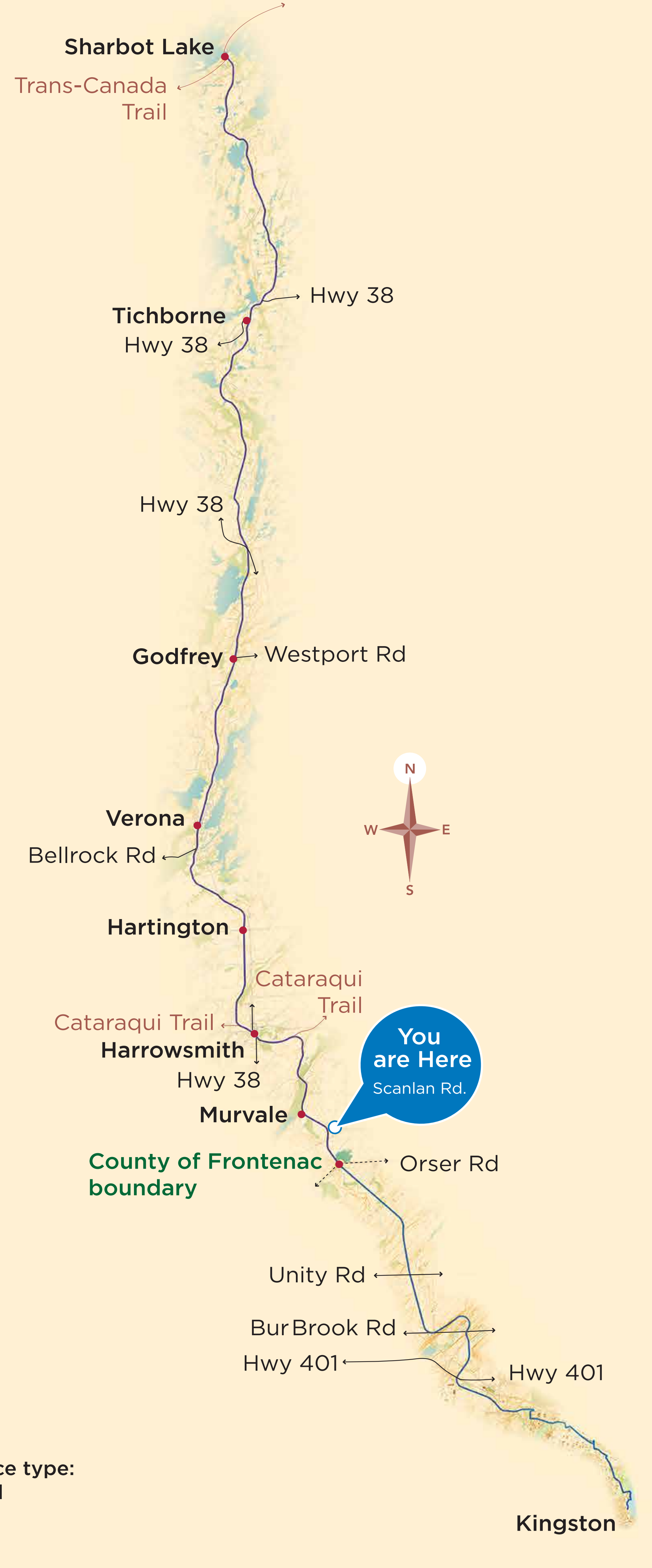
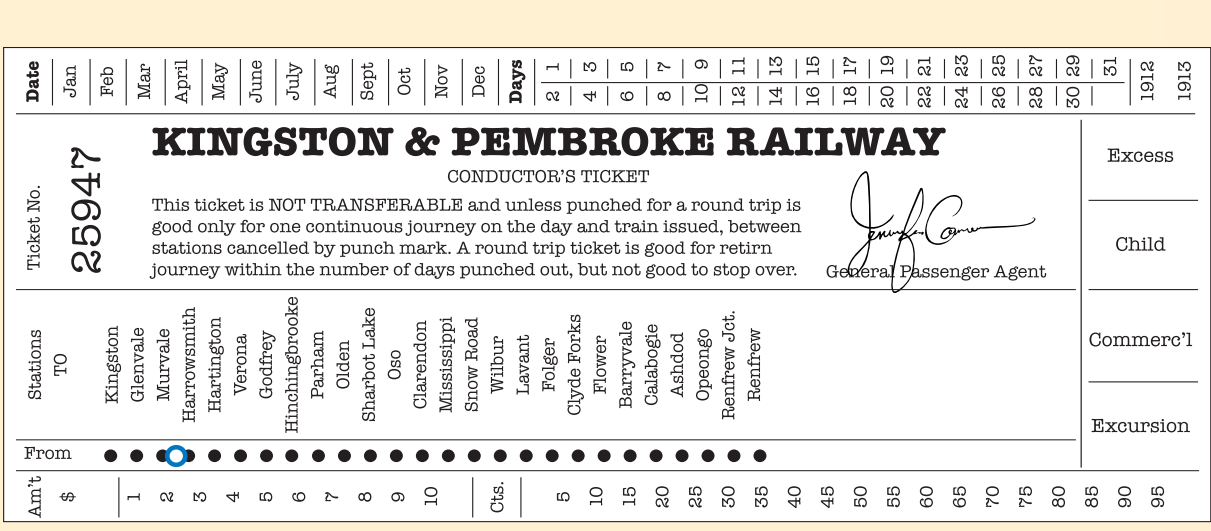
For Euro-Canadian societies, forests were thought to be an obstacle to an agriculturally based economy, and a symbolic challenge to a society committed to progress. Indeed, the sound of the axe and the ever-present sight of fires and clouds of smoke on the horizon were symbols of the advance of the presumed cultivated domain of domesticity.




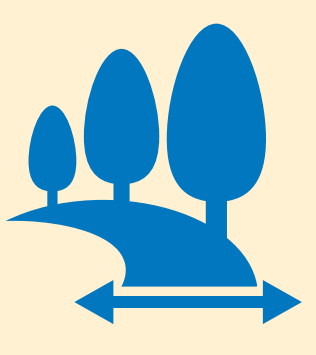
This was the ethic of the day: transforming the wild into the cultivated; subduing the unorganized into a controlled place; constructing a landscape that was useful and commodified.



There is no doubt that perceptions of land and life have changed in the 21st Century. Formerly regarded as testimony of failure and unfilled hopes and dreams, abandoned homes and the material bric à brac of various failed technologies of resource extraction are now looked upon as rich, story-laden relics of a heroic encounter with an unforgiving land.

Excerpted from Encountering Nature in the Frontenacs by Dr. Brian Osborne, Naturally Rich Frontenacs.



- 
Length of this segment: 9.1 km
- 
Running Slope:
 Maximum <?%,
 Average ?%
- 
Cross Slope:
 Maximum ?%,
 Average ?%
- 
Trail width:
 Minimum 3m,
 Average 3m
- Surface type:**
 Gravel

O.A.D.A.M.A.



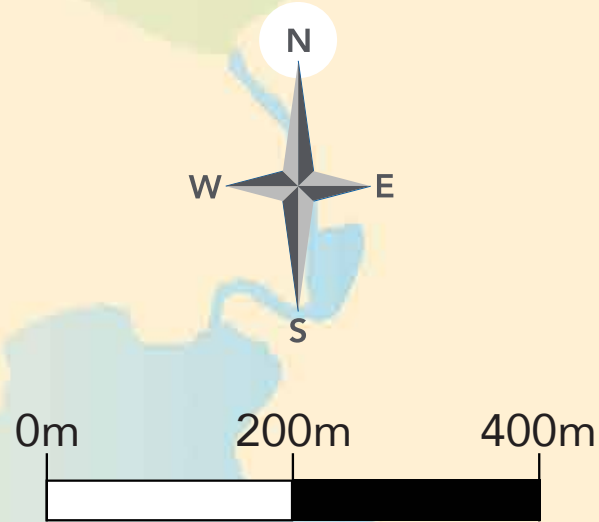
www.frontenacounty.ca



THE GREAT TRAIL



Length of this segment: 2.2 km



Running Slope:
Maximum <?%,
Average ?%



Cross Slope:
Maximum ?%,
Average ?%



Trail width:
Minimum 3m,
Average 3m

Surface type:
Gravel



0 km marker



Bridge



Parking



Gate

km 0 = Downtown Kingston
km 76 = Sharbot Lake



Duncan Lake

Fish Creek Rd.

Oclean Ln.

You are Here
Oclean Ln.



ATV Route
via Oclean Ln.



No ATVs on
this section of
the K&P Trail



FRONTENAC

www.frontenacounty.ca





Report 2018-104

Committee Information Report

To: Chair and Members of the Community Development Advisory Committee

From: Alison Vandervelde, Community Development Officer

Date of meeting: August 9, 2018

Re: **Community Development Advisory Committee – Ambassador Program Review & Annual Survey**

Recommendation

This report is for information only. It is intended to solicit advice from the Committee on the draft questions for the Frontenac Ambassador Program Survey that will be open for feedback in September 2018.

Background

Since September 2016, the Frontenac Ambassador Network has grown to include 140 businesses and has been the driving force behind the successful implementation of the Frontenac regional brand.

Each ambassador is welcomed with an announcement on social media, which assists in the exposure and reach of the business. In addition, several collaborations between ambassadors have resulted because of their connection through the program. This includes, but is not limited to:

- Wolfe Island Craft Springs Beer at Mill Street Café
- Cabinscape location at Frontenac Outfitters
- Cheesecakery Bakery at Fargo's General Store

In September 2017, Ambassadors were surveyed for feedback on the program. Of the approximately 100 members at that time, 46 completed the survey. The complete (redacted) results accompanied [Report 2017-125 Frontenac Ambassador Program One Year Review](#) at the October 2017 CDAC meeting.

Based on the survey results, feedback at the fall ambassador meet-up, and many conversations in person or over the phone with Ambassadors, five goals were developed for the program:

1. Increase tourism by promoting Frontenac as a visitor destination to audiences outside the region.
2. Help local businesses achieve success by connecting them to resources they need.
3. Increase resident support of local businesses by developing and executing an innovative shop local campaign.
4. Improve the relationship between local municipalities and local businesses by focusing on improved communications.
5. Grow Frontenac's reputation as a desirable place to do business by leveraging local business success stories.

Over the past year those goals, combined with ongoing Ambassador collaboration, have led to the following initiatives:

- a. Ambassador networking events
- b. Monthly Email Newsletter Program
- c. Frontenac Merchandise (t-shirts, hats, hoodies, etc)
- d. Frontenac Five
- e. Increased Frontenac social media presence
- f. "Proudly Made in Frontenac" Product Tags
- g. **Spend \$10 in Frontenac** Print Campaign
- h. **Open Farms in Frontenac** (September 9, 2018)
- i. **Frontenac Visitor Guide** (Coming, February 2019)

The program has proven to be a powerful connection to the business community in Frontenac, resulting in efforts that are well aligned with the economic climate. We have also developed an efficient system for gathering specific feedback from Ambassadors to inform projects in real time.

Ambassadors continue to engage regularly in program initiatives and have started turning to Frontenac County staff as a resource for progressing their own projects. While there has never been a formal outline of the Ambassador program, this has been an intended result since the beginning.

Staff will survey Ambassadors annually to ensure continued program success. To maintain a consistent reporting schedule, the survey will be open for responses during the month of September.

Comment

Below are the draft questions for the 2018 survey. Staff are seeking input and advice from the committee in regard to the content of the questions.

1. Since September 2016, the Frontenac Ambassador Program has grown to include 140+ businesses and organizations. It has also driven a number of specific initiatives. Please rate the value of each of the following:
 - a. Ambassador networking events (to jog your memory, we've gotten together three times so far: March 2017 at the Crossing Pub, Sharbot Lake; November 2017, at the Holiday Country Manor, Battersea; April 2018, at the Mill Street Café, Sydenham)
 - b. Frontenac County staff response to Ambassador requests for support
 - c. Frontenac Merchandise (t-shirts, hats, hoodies, etc)
 - d. Frontenac Five
 - e. Monthly Email Newsletter Program
 - f. Frontenac social media presence
 - g. "Proudly Made in Frontenac" Product Tags
 - h. **Spend \$10 in Frontenac** Print Campaign
 - i. **Open Farms in Frontenac** (September 9, 2018)
2. In general, how valuable do you think the Ambassador program has been to date? (Acknowledging that we all define "value" differently).
3. Has the Frontenac Ambassador Program facilitated new relationships for you and your business?
4. Has the Frontenac Ambassador Program positively impacted your business in some way?
5. Five goals were developed based on last year's survey results. Please give us your feedback for each of the goals:
 - a. Goal 1: Increase resident support of local businesses by developing an innovative "Shop #inFrontenac" campaign.
 - i. How have we done so far?

- ii. How applicable is this to your business?
 - iii. Should we continue working on this goal?
 - b. Goal 2: Help local businesses achieve success by connecting them to resources they need.
 - i. How have we done so far?
 - ii. How applicable is this to your business?
 - iii. Should we continue working on this goal?
 - c. Goal 3: Increase tourism by promoting Frontenac as a visitor destination to audiences outside the region.
 - i. How have we done so far?
 - ii. How applicable is this to your business?
 - iii. Should we continue working on this goal?
 - d. Goal 4: Grow Frontenac's reputation as a desirable place to do business by leveraging local business success stories.
 - i. How have we done so far?
 - ii. How applicable is this to your business?
 - iii. Should we continue working on this goal?
 - e. Goal 5: Improve the relationship between local municipalities and local businesses by focusing on improved communications.
 - i. How have we done so far?
 - ii. How applicable is this to your business?
 - iii. Should we continue working on this goal?
- 6. How involved have you been in projects that help to achieve these goals? (rating scale with room for comments)
- 7. Are there alternative or additional goals that you think the Frontenac Ambassador network should start working toward?
- 8. Are there other ways the Frontenac Ambassador Program could be enhanced to benefit your business and Frontenac?
- 9. We'd like to know how you reach your potential customers. Please rank the following marketing tools in order of importance to your business.

- a. Social Media
- b. Other Online (website, email newsletter, referral sites, etc)
- c. Paid Advertising
- d. Trade shows
- e. Signage

10. Where are most of your customers from? Please select all the markets that best identify the majority of your customer base.

- a. Frontenac
- b. Kingston
- c. Eastern Ontario
- d. Ontario
- e. Canada
- f. The United States
- g. International

11. Has your workforce grown over the past year?

12. Are you planning to grow your workforce in the next year?

13. Have you invested in upgrading your property or equipment in the last year?

14. Are you planning to invest in upgrading your property or equipment in the next year?

15. If you have any other comments or concerns that haven't been captured in the survey already, please let us know here:

Sustainability Implications

The continued vibrancy of the Ambassador program is critical to the successful implementation of relevant and valuable initiatives. The responses to this survey will impact the direction of the program moving forward.

Financial Implications

The survey will be conducted using software we already license, so there is no additional costs associated with this project. Any survey feedback that carries financial

implications would be vetted through the proper approval process prior to being implemented.

Organizations, Departments and Individuals Consulted and/or Affected

Members of Community Development Advisory Committee
Frontenac County Council & staff
Township of Frontenac Islands
Township of South Frontenac
Township of Central Frontenac
Township of North Frontenac
Frontenac Community Futures Development Corporation
Local Businesses
Frontenac County Residents