



Community Development Advisory Committee Meeting
Thursday, October 14, 2021 –10:00 a.m.
Meeting to be held in Virtual Electronic Format and
live streamed on the County of Frontenac's Youtube Channel
<https://youtu.be/mnbVGvaLtfq>

AGENDA

Page

1. Call to Order

2. Adoption of the Agenda

- a) **That** the agenda for the October 14, 2021 meeting of the Community Development Advisory Committee be adopted.

3. Disclosure of Pecuniary Interest and General Nature Thereof

4. Adoption of Minutes

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- a) Minutes of Meeting held July 14, 2021

That the minutes of the Community Development Advisory Committee meeting held July 14, 2021 be adopted.

5. Deputations and/or Presentations

- a) **Mr. Alex Jansen** of the Kingston Film Office and **Mr. J Joly** will provide an update to the Community Development Advisory Committee regarding the film & television opportunities in the region

6. Reports to the Community Development Advisory

7 - 10

- a) **2021-085**
Community Development Advisory Committee
Destination Development Plan Progress

This report is for information purposes.

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- b) **2021-086**
Community Development Advisory Committee
Regional Community Improvement Plan

Recommendation:

Be It Resolved That the Community Development Advisory Committee endorse the concept of creating a Regional Community Improvement Plan;

And Further That it be recommended to County Council that as part of the 2022-2026 budget deliberations, funding be allocated for a study to determine the feasibility and implementation options for a Regional Community Improvement Plan.

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- c) **2021-087
Community Development Advisory Committee
Shop Local Initiative**

This report is for information purposes only.

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- d) **2021-088
Community Development Advisory Committee
Indigenous Relationship Initiative**

This report is for information purposes only.

7. Communications

- a) From Alison Vandervelde to the members of the Community Development Advisory Committee providing the Frontenac K&P Trail Business and User Survey 2020, Question 22 regarding ATV's

8. Other Business

9. Next Meeting

- a) The next regular meeting of the Community Development Advisory Committee is scheduled for Thursday, December 9, 2021 at 10:00 a.m. with the format pending any health restrictions.

10. Adjournment



FRONTENAC

Minutes of the Community Development Advisory Committee Meeting July 14, 2021

A meeting of the Community Development Advisory Committee was held in virtual electronic format, hosted at the County Administrative Office, 2069 Battersea Road, Glenburnie on Wednesday, July 14, 2021 at 10:00 AM

Present Electronically:

Betty Hunter, Chair
Wilma Kenny, Vice Chair
Councillor Alan Revill, Council Liaison
Lisa Henderson
Deputy Warden Denis Doyle
Ella Vanderburgt
Marlene Spruyt

Regrets:

Greg Rodgers

Staff Present Electronically:

Jannette Amini, Manager of Legislative Services/Clerk (Recording Secretary)
Alison Vandervelde, Community Development Officer
Joe Gallivan, Director of Planning and Economic Development
Kylie Huffman, Economic Development Student

1. Call to Order

The Chair called the meeting to order at 10:00 a.m. and welcomed the new Committee members.

2. Adoption of the Agenda

Moved by Councillor Revill
Seconded by Ms. Henderson

That the agenda for the July 14, 2021 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 May 13, 2021

Moved by Councillor Revill
Seconded by Ms. Henderson

That the minutes of the Community Development Advisory Committee meeting held May 13, 2021 be adopted.

Carried

Councillor Revill noted the request made at the last meeting for the K&P Trail survey results and advised that he has not yet received this. A follow up on this matter was requested.

5. Deputations and/or Presentations

a) Overview and Presentation on the Community Development Advisory Committee Mandate and Terms of Reference.

Presented by Ms. Jannette Amini, Manager of Legislative Services and Clerk.

Ms. Kenny noted her disappointment in the direction being taken, given that at the last meeting, the Committee had a full discussion on the continuation of motorized vehicles being permitted on the K&P Trail through Verona. She advised that she will be resigning from the committee as she feels her time is better spent elsewhere.

6. Reports to the Community Development Advisory

**a) 2021-054
Community Development Advisory Committee
2020 Annual Business Survey Results**

Moved by Deputy Warden Doyle
Seconded by Ms. Henderson

Be It Resolved That a copy of the 2020 Annual Business Survey Results, which specifically note that the largest impediment to economic growth in the County is the lack of reliable internet connectivity, be forwarded to the Eastern Ontario Warden's Caucus.

Carried

Ms. Vanderveelde provided an overview of the report which she noted was completed by Ms. Kylie Huffman.

It was noted that the report confirms that the largest impediment to growth for the region is the lack of reliable internet and how the County, as well as other eastern Ontario Counties, continue to lobby, through the EOWC, for better internet stability.

Clarity was requested in terms of the identified threat of urban residents relocating to the area and why this might be considered a threat as this seems more to be an opportunity to add to the local economy. Ms. Vanderveelde confirmed that this can be both an opportunity and a threat, with the threat being related to overdevelopment that might not align with the Frontenac's vision to protect the natural environment as well as the level of expectation that comes from urban residents in terms of services that are not realistic in the rural landscape.

Ms. Vanderveelde also noted the redevelopment of Sharbott Lake and the discussion now taking place on how to make people feel welcome and create those bonds that lead to vibrant communities.

b) **2021-055**
Community Development Advisory Committee
Destination Development Plan Progress

Ms. Vanderveelde provided an overview of the report.

It was noted the difficulty of some businesses on Wolfe Island that as well are having issues attracting employees. There is a need to strengthen partnerships with the agencies in the region that are working on this.

It was also noted that there is a lack of day care that is preventing some parents from returning to work so the pandemic has also had an affected on this matter, and these issues are also compounded by the lack of affordable housing and lack of transportation as these infrastructure pieces are missing.

c) **2021-056**
Community Development Advisory Committee
Film and Television in Frontenac

Moved by Ms. Henderson
Seconded by Councillor Revill

Be It Resolved That Frontenac County continue to work with the Kingston Film Office, Regional Tourism Organization 9 and other partners to attract additional screen-based content productions to Frontenac County,

And Further That the support to and attraction of Film, Television and other Content productions be included as part of the 2022-2026 Economic Development Business Plan

Carried

It was noted that the filming in Verona went well and the community was very accommodating. It also provided an economic boost to the community.

7. Communications

8. Other Business

Ms. Hunter noted the upcoming craft show in Plevna a week from Saturday.

9. Next Meeting

Due to scheduling conflicts, the Committee opted to cancel the August 12th meeting. The next meeting of the Community Development Advisory Committee will be on Thursday, October 14, 2021 at 10:00 a.m., or at the call of the Chair if required.

10. Adjournment

Moved by Ms. Henderson
Seconded by Councillor Revill

That the meeting hereby adjourn at 11:04 a.m.

Carried



Report 2021-085

Committee Information Report

To: Chair and Members of the Community Development Advisory Committee

From: Richard Allen, Manager of Economic Development

Date of meeting: October 14, 2021

Re: **Community Development Advisory Committee – Destination Development Plan Progress**

Recommendation

This report is for information only.

Background

Since the closure of the Land O’Lakes Tourist Association in 2018, Frontenac County has assumed the role of Destination Management Organization for the region, with the Economic Development Team promoting the region as a visitor destination as part of departments regular responsibilities. Tourism development involves both marketing as well as development activities addressing the infrastructure, connectivity, experience and coordination of visitor based activities in the region. These activities are supported by the Charter for Economic Development and a host of other priorities set by County Council in recent years. A more exhaustive list is available as background in [Report 2021-018](#).

Earlier this year, Frontenac County launched the engagement process to create a Destination Development Plan, which included the DestinationNEXT Assessment report, a series of consultations, and the formation of a steering committee comprised of a diverse set of stakeholders.

At its regular meeting on July 14, 2021 the Community Development Advisory Committee received Report 2021-055, which provided a previous update to the committee. Links to this report and other material associated with the Destination Development Plan can be found at the [project webpage](#).

Comment

Focus Groups

To date, 3 focus groups have been held with key stakeholder groups within the Tourism sector:

- September 13: Food and Beverage
- September 20: Recreation and Attractions
- September 21: Accommodations

Unfortunately, only one Food and Beverage purveyor attended on September 13, however the other meetings saw good participation and discussion.

Additional focus groups are also planned:

- October 15: Community, Youth & Lake Associations
- October 15: Wolfe Island Business Community
- October 19: Arts, Culture & Entertainment

Potential Areas of Focus:

Below are five emerging areas of focus that may be highlighted in the plan. These areas will need to be tested with the steering committee and the community through subsequent meetings and town halls.

1. **Culinary (Food & Beverage) Tourism:** This includes expanding on the growing success of Agri-tourism events such as Open Farms, promoting local artisanal foods, developing farm & food trails, and promoting small producers, festivals, and local farmers markets. Since 2019, Frontenac County has worked with Tourism Kingston to develop Farm-to-Table promotions, highlighting Frontenac Farms and Kingston restaurants, retailers and markets who sell products from these farms.
2. **Outdoor Recreation:** The K&P Trail and other trail initiatives support the development of a structured County network that will tie in key assets and investment opportunities across the region.
3. **Arts, Culture & Heritage:** Studio tours such as the North Frontenac Back Roads Tour are popular, as well as events such as Art in the Sawmill and Fantasy in the Forest. There may be opportunities to leverage natural heritage and Indigenous tourism to provide key opportunities within Frontenac County.
4. **Events:** One on one engagements and focus groups conversations have indicated that there are both public and private sector support to develop or expand events in the region as a key visitor attraction tool.
5. **Winter:** Throughout the County, but especially in the northern areas, additional investments should be made to create visitor experiences such as ice fishing, snowmobiling, fat-biking, cross country skiing, skating loops and so forth. These

investments would need to consider the diversity of micro-climates across Frontenac during the winter months.

Key Challenges Identified (so far):

Below are four key challenge areas that may be highlighted in the plan. These areas will need to be tested with the steering committee and the community through subsequent meetings and town halls.

1. **Infrastructure:** A significant percentage of public funds go to maintaining the existing road network. In addition, the lack of public water and sewer and commercially zoned lands can make it difficult to attract investment. It can be difficult to bring a commercial development to a populated lake due to local opposition.
2. **Broadband:** Frontenac County is lagging in terms of investment to develop modern connectivity infrastructure. While some provincial investment is taking place, the feeling is that the private sector cannot expand fast enough. The new Starlink shows promise but it's expensive and has long wait list
3. **Visitor Industry:** It appears there is a lack of any dedicated tourism department and local funding to support tourism broadly. Comments also identified a lack of accommodations, attractions and other industry assets found in a mature destination. For those assets that do exist, there is a lack of collateral such as digital maps, wayfinding, visitor services, and consumer-facing content.
4. **Cross jurisdictional alignment:** Efforts should be made to coordinate multiple levels of government as well as the private sector in a coordinated approach to destination development.

Next Steps

Later this year, priority areas will begin to emerge and community “town hall” conversations will be facilitated around these priorities in order to appropriately develop a draft plan.

Financial Implications

The financial implications associated with this project are outlined in the motion passed by County Council in February (included in the background section of this report).

Strategic Priorities

At its meeting on June 19, 2019, County Council approved [Frontenac County Strategic Plan 2019-2022](#). This project is aligned with the intent of the priorities listed below.

Priority 1.2: Refine and invest in efforts to accelerate economic development — to grow businesses, attract more visits and expand the tax base.

Priority 2.1: To meet the needs of future capital projects, explore new sources of funding support (current and future programs), cost-sharing options and other potential economies.

Priority 3: Champion and coordinate collaborative efforts with partners to resolve complex problems otherwise beyond the reach of individual mandates and jurisdictions.

Priority 3.1: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism and lifestyle opportunities, and broadband and cell services.

Organizations, Departments and Individuals Consulted and/or Affected

Frontenac County Council and Staff
Frontenac Township Councils and Staff
Regional Tourism Organization 9
Regional Tourism Organization 11
Tourism Kingston
Tourism Operators
Business and Community Leaders
Frontenac County residents



Report 2021-086

Committee Recommend Report

To: Chair and Members of the Community Development Advisory Committee

From: Richard Allen, Manager of Economic Development

Date of meeting: October 14, 2021

Re: **Community Development Advisory Committee – Proposed Regional Community Improvement Plan Study**

Recommendation

Be It Resolved That the Community Development Advisory Committee endorse the concept of creating a Regional Community Improvement Plan;

And Further That it be recommended to County Council that as part of the 2022-2026 budget deliberations, funding be allocated for a study to determine the feasibility and implementation options for a Regional Community Improvement Plan.

Background

A Community Improvement Plan or CIP is a tool that allows a municipality to direct funds and implement policy initiatives toward a specifically defined project area. Community Improvement Plans are intended to encourage revitalization initiatives and/or stimulate development and redevelopment in line with the priorities established by a municipality.

The 'Community Building' section of the County Official Plan (Section 4) contains policies with respect to the use and value of Community Improvement Plans (CIPs) in the application of sustainability planning.

The typical focus of these plans is on the revitalization and improvement of the main street of a town, village or hamlet. CIPs can also touch on a wide range of related topics including green energy, brownfields, affordable housing, and recreational opportunities. They are in wide use across the province and starting in 2010, Frontenac County began to implement CIPs arising from the document "Directions for Our Future". Beginning with a background study that established priorities for local investment, County and Township Councils have supported the following CIPs:

- Verona (2011)
- Sharbot Lake (2012)

- Marysville (2014)
- North Frontenac (2016 – Updated 2020)
- Harrowsmith (2016)

There are a number of community improvement issues that transcend municipal boundaries. County Council recognized this issue through a special policy in the County Official Plan:

4.5.4.1 Special Policy – Regional Community Improvement Plans

There a number of planning and sustainability issues that may be better addressed at a regional level to allow for greater participation in a CIP program and to deal with cross-boundary community improvement issues (e.g., trails, renewable energy projects, transportation corridors).

As an approved upper tier municipality, the County can participate in community improvement plans with a regional focus.

As part of County Council’s response framework to COVID-19, four pillars were identified to focus efforts:

1. Support Local Businesses via Frontenac Ambassador Program
2. Shop Frontenac Initiatives
3. Make Tourism a Priority
4. Establish Conditions for Investment and Growth

The development of a Regional CIP program was identified as a tactic to support pillar 4: Establish conditions for investment and growth. CIP programs can make Frontenac County more attractive for new investment and support existing businesses with efforts to expand, innovate, redevelop or grow.

Comment

As the economy continues to respond to the COVID-19 pandemic, new business interests such as tourism accommodations, food and beverage processors, restaurants, and breweries are emerging as communities adapt to ever-changing regulations. A Regional CIP would allow the County and the Townships to provide additional supports to new and existing businesses.

Examples of existing regional Community Improvement Plans

Wellington County: Invest Well

In 2018, the County of Wellington approved its first ever County-wide Community Improvement Program and branded the initiative “Invest Well”. This regional CIP establishes a framework for support and implementation of programmes that will allow the County to participate financially in local grant and loan programmes aimed at revitalizing, beautifying, and attracting investment in Wellington.

Through the County-wide CIP, Wellington County provides leadership in community improvement planning by offering incentives to eligible owners and tenants of lands and buildings in key sectors and areas of economic activity. The County’s Invest Well

Programme works together with the community improvement plans established by the County's member municipalities.

In order for an applicant to participate in the Invest Well program, their project must meet one or more of the criteria associated with five priorities set for the plan. These priorities were set through a background review, consultation with member municipalities, and a set of workshops to determine and confirm the priorities.

The following priorities and criteria can be found on pages 11-14 of the [Invest Well Plan](#):

1. Use Land Strategically: The strategic use of land focuses on enhancing and intensifying the existing property fabric within built-up areas of the County and using existing infrastructure more efficiently. The emphasis is on redevelopment, infill, and intensification opportunities, and the integration of active transportation opportunities through new development. The strategic use of land also focuses on targeting certain types of land uses, building types, employment sectors, and businesses.

Investment criteria:

- 1.1 The proposed project involves the redevelopment of vacant/underutilized lands.
- 1.2 The proposed project will achieve a construction value threshold established by County Council.
- 1.3 The proposed project will result in employment opportunities created or retained in target sectors.

2. Provide Rental Housing: Across Wellington, there is a need to provide more rental housing options in their downtown areas. Rental housing includes upper floor apartments in mixed-use buildings, with easy access to jobs, shops, and recreation. This helps the municipality meet the needs of households at varying income levels. The County aims to be pro-active and assist in accommodating the rental housing needs of all residents and the broader labour force.

Investment criteria:

- 2.1 A new mixed-use building is proposed, with commercial uses at grade and upper floor rental apartment housing units.
- 2.2 The proposed project will result in the upgrade of existing rental units.
- 2.3 The proposed project is the result of residential intensification in a downtown area.

3. Improve Buildings and Infrastructure: Physical, structural, and aesthetic improvements to existing commercial, industrial, mixed-use, and office buildings will contribute to the overall beautification and revitalization of built-up areas. Development that is consistent with the County's Green Legacy Building Standards will make development more sustainable. Improvements to on-site infrastructure (i.e., electric power supply distribution, water supply and sewage disposal systems) and the provision of publicly accessible spaces and active transportation opportunities will also enhance and sustain unique and vibrant places to live, work, play, and invest

Investment criteria:

- 3.1 The proposed project involves the adaptive reuse of vacant or underutilized buildings.
- 3.2 The proposed project incorporates sustainable building and/or green infrastructure features.
- 3.3 The proposed project will result in improvements/upgrades to utilities/servicing.

4. Diversify the Economy: Building a strong economy and creating high-quality local jobs is a top priority for the County. There is a need to diversify and cultivate new economic opportunities in strategic areas where Wellington has existing strengths – such as its downtowns, industry, culture, tourism, and agriculture – to create a diverse, prosperous, and resilient economy.

Investment criteria:

- 4.1 The proposed project results in new on-farm diversified or agricultural uses.
- 4.2 The proposal will result in the creation of a new business in a target sector or value-chain/cluster.
- 4.3 The proposal involves new retail, restaurant, or other critical businesses in a downtown area.

5. Promote Tourism: Tourism is important to Wellington County as it helps diversify the economic base, creates jobs for all ages, and provides customers for local businesses. By building on existing appeals and resources, and enhancing local tourism experiences, facilities, and services, visitors to the county can be encouraged to stay overnight - meaning higher spending and more economic activity.

Investment criteria:

- 5.1 The proposed project provides for an increase in short-term accommodation options.
- 5.2 The proposed project involves the beautification / restoration / enhancement of key landmarks/tourism assets.
- 5.3 The use is a current or proposed participant in the County's tourism promotion activities (Top Wellington Destinations, Taste Real)

Qualifying applicants are able to apply for financial incentive programs such as:

- a. A Pre-Development Design/Study Grant: The grant provides funding to cover eligible costs required to complete due diligence, planning, technical, and/or design studies that will investigate potential site-specific development constraints and/or provide new background information about a proposal.
- b. Tax Increment Equivalent Grant: The grant provides funding to cover part of the County portion of a property tax increment that is incurred as a result of a major community project. Following payment of annual property taxes, a grant will be provided to the landowner that is equal to the County portion of an increase of taxation. This grant will provide funding for construction, demolition, on-site infrastructure, and other associated costs for a redevelopment, rehabilitation or retrofit of a property. In addition to the above, costs associated with planning

applications, building permits, or tipping fees can be eligible expenses for the program.

Eligibility information and additional financial and non-financial programs associated with the Invest Well Program are available [in the plan document](#).

The United Counties of SD&G: Regional Incentives Program

The SDG Regional Incentives Program and Action Plan was implemented in 2018 after a year of review and public consultations. The program supports strategic economic development initiatives in the following areas:

- Tourism, agriculture-related, agri-tourism uses, and facility improvement projects.
- Adaptive re-use of commercial, institutional, and industrial buildings.
- Development of permanent, roofed accommodations.

The SDG Regional Incentives Program is incorporated into each local municipal Community Improvement Plan (CIP) and offers additional economic development tools. In some cases, different components of a project may be eligible for both local and County funding.

The following grants are available under this Program:

1. Façade, Signage, and Property Improvement Grant.
2. Building Improvement/Restoration Grant.
3. Building Conversion/Expansion Grant.
4. Feasibility, Design, and Study Grant.
5. Planning Application and Permit Fees Grant.

Niagara Gateway CIP

The Niagara Gateway Economic Zone and Centre Community Improvement Plan (CIP) provides financial incentives to property owners who revitalize, strengthen and diversify the economy in Niagara by promoting private sector investment, development, redevelopment, and construction activity on employment lands in the Gateway Community Improvement Project Areas.

Two programs are available through the Gateway CIP:

1. The Tax Increment Based Grant Program (TIBG)

This program provides an incremental tax grant to completed projects within the Gateway Project Area based on the project's economic and environmental design performance. Successful applicants will receive a tax rate rebate of a percentage of the post-project values, for a period of five or 10 years depending on the location of the project. Tax savings resulting from this program can be significant

2. The Regional Development Charge Grant

This program recognizes exceptional projects – those that score 14 points or more according to the Gateway CIP evaluation criteria – and provides relief from Regional Development Charges for those projects. The Development Charge Grant payment is capped at \$1.5 million.

The performance based scoring used for the Niagara Gateway CIP helps ensure that the amount of support from the municipality is correlated to the outcomes of the proposed projects. A maximum of 20 points is available, with a potential of 15 for economic performance and 5 for environmental design performance. The annual percentage of municipal property tax “rebated” will be based on the total project score out of 20.

The projects are scored using the following criteria:

- A. Construction Value – 1 to 4 points
- B. Jobs Created or Retained – 5 to 11 points
- C. Level of LEED Certification – 2 to 5 points
- D. Smart Growth Design Criteria – 2 to 5 points

The final score is calculated by $A + B + (C \text{ or } D) = \text{CIP Score}$

Proposed Frontenac County Regional Community Improvement Plan Study

The proposed Regional Community Improvement plan will begin with a study to evaluate the feasibility of a regional community improvement plan, examine the local priorities that may form a basis for a plan, evaluate any required changes to existing policy, and lay out the policy principles for plan development.

Pending community consultation, staff have tentatively identified the following list as potential areas of focus:

- Employment lands
- Food & beverage
- Tourism investment
- Trail-related investment
- Communal Services
- Affordable housing

The proposed study will determine the best framework for program delivery, including the suite of grant programs, supports offered and how project scoring will be completed.

After this study is complete and the recommendations reviewed by County Council and its member municipalities, the process of implementing the plan through policy and budget allocations will begin with the goal of launching the regional program in 2023.

Financial Implications

The proposed Regional Community Improvement Program Study will be considered for the 2022 County budget by County Council on October 25 and 26, 2021.

Strategic Priorities

At its meeting on June 19, 2019, County Council approved [Frontenac County Strategic Plan 2019-2022](#). This project is aligned with the intent of the priorities listed below.

Priority 1.2: Refine and invest in efforts to accelerate economic development - to grow businesses, attract more visits and expand the tax base.

Organizations, Departments and Individuals Consulted and/or Affected

Township of Frontenac Islands
Township of North Frontenac
Township of South Frontenac
Township of Central Frontenac



Report 2021-087

Committee Information Report

To: Chair and Members of the Community Development Advisory Committee

From: Richard Allen, Manager of Economic Development

Prepared by: Alison Vandervelde, Community Development Officer

Date of meeting: October 14, 2021

Re: **Community Development Advisory Committee – Shop Local Initiative**

Recommendation

This report is for information only.

Background

On March 17, 2020 the Province of Ontario declared a state of emergency with respect to the COVID-19 Pandemic and on March 26, 2020 the County of Frontenac declared a state of emergency within the County of Frontenac in response to the COVID-19 Pandemic.

The economic development team immediately responded to the pandemic and temporary business closures and the department's [initial COVID-19 response](#) was communicated to County Council at its Special Meeting held April 8, 2020.

As the economic shutdown continued, the economic development team revised its 2020 Business plan to respond to the immediate and long term needs of the local business community. These changes were outlined in [Report 2020-050](#) and adopted by County Council at its regular meeting on May 20, 2020.

In the face of significant travel restrictions, the team identified the need to encourage residents to support local businesses in order to get the local economy flowing quickly. This report provides the Community Development Advisory Committee an update on one of the plan's four priorities: *Shop Frontenac Initiatives*.

Discussion

Beginning in June of 2020, the Community Development Officer and Communications Officer collaborated to develop a new video series: *Shop Local, Shop in Frontenac*. In total, the series included 37 local business features as well as five compilation videos centered around the theme of gratitude.

The series began at a time when consumers did not have a clear understanding of which businesses were open or how to buy from those businesses. In direct response to this confusion, the early videos focused on consumer education – how businesses were operating and how to best support them. Over the following 17 months, the videos maintained that informational tone, and included messages unique to each business and its operations and challenges in relation to the pandemic at that time.

The videos were all published via social media, and had a collective reach of approximately 203,000 people.

In addition to creating awareness for local businesses during the pandemic, the video series also presented:

- A safe format for connecting in person with the local business community at a time when connecting with people in-person was extremely challenging.
- A framework for the County to show up and do something to help the business community. Much of 2020 was overshadowed by feelings of uncertainty and helplessness. The video series gave staff a clear focus for their efforts, and provided business owners a reason to think and speak positively about the future of their business.
- A conduit for the business community to express their gratitude to the local community for their support. During most video shoots, staff asked business owners if they wanted to thank anyone for their support during the pandemic. Most subjects voiced fervent appreciation for their family, friends, staff, customers, neighbours, and the broader Frontenac community. Individually, these were nice reminders for the business owners. Collectively, these moments painted a beautiful picture of the supportive nature and interconnectivity of our region.
- A reason for the Communications Officer (a new staff person) to become familiar with the business community and the Economic Development team's approach to supporting the business community in Frontenac.
- Several days' worth of widely varied video footage from across Frontenac County that can be re-used in future video projects.

All videos can be viewed on the [County of Frontenac's Facebook page](#). In addition to the video series, Shop Local social media campaigns were executed over the 2020 Christmas holiday shopping season, and throughout the summer of 2021. Both campaigns encouraged residents and visitors to prioritize supporting local businesses throughout their regular seasonal activities.

As outlined in [Appendix A – May 2021 Update on COVID-19 Response Initiatives](#), Shop Local initiatives were scheduled for execution during the “peak” phase of the recovery plan (until July 2021). Four film days occurred in June and July, and a final video was filmed on October 2, to conclude the series after 37 videos.

While the Shop Local video series will not be extended, staff will continue to share similar video productions from other agencies, like Kingston Frontenac Public Library’s [Maker Series](#) and the [recent video series](#) produced by Frontenac Business Services in partnership with Digital Main Street, Launch Lab and Invest Ottawa.

Financial Implications

There are no financial implications associated with this report.

Strategic Priority Implications

Priority 1.2: Refine and invest in efforts to accelerate economic development — to grow businesses, attract more visits and expand the tax base.

Priority 3.2: Play a leadership role on communications to promote shared messaging for all regional initiatives such as economic development, tourism and lifestyle opportunities, and broadband and cell services.

Organizations, Departments and Individuals Consulted and/or Affected

Businesses in Frontenac County
Joe Gallivan, Director of Planning and Economic Development
Matt Mills, Communications Officer

And Whereas all Canadians and all orders of government have a role to play in reconciliation;

And Whereas Recommendation #80 of the Truth and Reconciliation Commission called upon the federal government, in collaboration with Aboriginal peoples, to establish, as a statutory holiday, a National Day for Truth and Reconciliation to ensure that public commemoration of the history and legacy of residential schools remains a vital component of the reconciliation process;

And Whereas the Federal Government has announced September 30th, 2021, as the first National Day for Truth and Reconciliation (National Orange Shirt Day) and a statutory holiday;

Therefore, Be It Resolved That the Council of the County of Frontenac does hereby commit to recognizing September 30th, 2021, as the National Day for Truth and Reconciliation (National Orange Shirt Day) by sharing the stories of residential school survivors, their families, and communities.

And Further That Council authorize staff to work with the Frontenac Municipalities to proceed with the investigation of options for the implementation of the Truth and Reconciliation Commission of Canada: Calls to Action, including a Land Acknowledgment for adoption by the County;

And Further That as part of its research, staff reach out to the Indigenous Community in Frontenac County to guide the County in its decision making process.

Carried

The report notes that responding to these Calls to Action furthers Reconciliation within the County and helps move the County forward in meaningful partnerships with its Indigenous Community partners and residents.

It also identifies that all Townships have expressed an interest that this be a County wide Frontenac approach.

Comment

The [Truth and Reconciliation Commission final report and Calls to Action](#) as well as the [United Nations Declaration on the Rights of Indigenous Peoples \(UNDRIP\)](#) report have helped increase public consciousness about the need for all Canadians to learn more about Indigenous history and the traumatic impact of the Residential School System, colonization and Indigenous rights, as well as highlighted the importance of building and fostering relationships with Indigenous Peoples.

As part of the County's initiative to move forward with Truth and Reconciliation, staff would like to begin building relationships with Indigenous Communities and Leadership as well as develop an Indigenous Relations Initiative for the organization. Emphasis will be placed on the importance of engaging Indigenous People in a respectful and reciprocal way and the much needed alliance of Indigenous and non-Indigenous People in the community is a critical step forward in Frontenac's path of Reconciliation and in building an inclusive culture.

The [2016 Census](#) data indicates that for the County of Frontenac, the following data that points to the percentage of population that identified themselves as Indigenous:

- North Frontenac 3.8%
- Central Frontenac 9.8%
- South Frontenac 3.6%
- Frontenac Islands 2.6%

The Official Plans of all 5 municipalities support relationship building with First Nations in a respectful and reciprocal manner.

Current Actions

County of Frontenac staff took the initiative of supporting Orange Shirt Day (Every Child Matters) on September 30, 2021, through the purchase of orange, Every Child Matters tee shirts. 100 percent of the proceeds go towards [Orange Shirt Society](#).

The purposes of their society are as follows:

- To support Indian Residential School Reconciliation
- To create awareness of the individual, family and community inter-generational impacts of Indian Residential Schools through Orange Shirt Society activities
- To create awareness of the concept of "Every Child Matters"

46 orange shirts were purchased by staff and council.



The Township of Frontenac Islands

Wolfe Island has a rich pre-colonial history among the Anishnaabe, Haudenosaunee, and Huron-Wendat peoples. The new sign pictured below reads:

“te'kwanonwerá:ton tsi kawehnóhkwes tsi kawè:note,”

spoken phonetically as (watt-wa-noon-wear-adon ge ga-way-no-gwess ge ga-way-no-day), which translates as “Welcome to Long Island Standing.”

This sign is the result of advocacy of the local community looking to recognize the indigenous significance of Long Island Standing and as a result, the Council of the Township of Frontenac Islands determined that this signage should be erected.



Next Steps

The Indigenous Relations Initiative has been identified as a key area of focus in the Legislative Services' 2022 Business Plan. Staff have compiled the following list of activities and seek feedback from members of the Community Development Advisory Committee in order to prepare a comprehensive work plan and associated budget.

- Establish an understanding of the Indigenous nations who historically occupied and currently occupy the land now referred to as Frontenac County;
 - In order to build positive relationships with the Indigenous communities, there must be a sincere commitment to work closely to understand local communities, their culture, needs and hopes related to their lands, and how these will be incorporated and reflected in our work. This includes thoroughly researching the Indigenous communities that we want to work with.
- Initiate relationships with Indigenous communities and peoples who currently live in this region;
 - Building positive, respectful relationships with local Indigenous communities is the foundation that will set the tone for successful outcomes for both Aboriginal communities and the Frontenacs. A key component for initial introductory meetings is a clear demonstration of our sincere desire to develop a positive relationship based upon trust and respect.
- support departmental staff in their Indigenous engagement initiatives and outreach;

- provide guidance, expertise, tools and resources to staff on Indigenous competency, relationship building and engagement initiatives;
- collaborate with Human Resources to develop and deliver various training opportunities for staff and Council to build awareness and cultural competency within the organization;
 - Action #57 of the TRC's Calls to Action calls on all levels of government to provide education to public servants on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal–Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.
 - Allocate a portion of the staff Training budget to educate and raise awareness on aboriginal issues
 - Include Indigenous aspect into all cultural and diversity training
- identify and implement recognition and commemoration opportunities throughout Frontenac including signage, art, symbols and plaques;
 - An example of this is the signage recently installed on Wolfe Island that recognizes the Islands Indigenous roots. Others could include commissioning Indigenous artwork to be displayed at local sites
- Develop a land acknowledgement to recognize the traditional territory of the Indigenous People who called the land home before the arrival of settlers and in many cases still do call it home.
 - Land acknowledgments are used by various levels of government and organizations. Within Frontenac, none of the municipalities use a land acknowledgment statement at this time; however all four townships are in the process of working collaboratively with the County in developing one. It is critical that land acknowledgments are developed in consultation with Indigenous Communities and staff will work with the First Nations communities in the Frontenacs to develop a land acknowledgement for the County's use, as well as the Townships that is respectful, meaningful and inclusive.

Strategic Priorities Implications

Other Important and Continuing County Priorities, identifies:

- Continually improve customer and financial services.
- Maintain a strong organization and positive work culture through leadership, human resources, training and development, physical and IT infrastructure, and partnerships.

Financial Implications

There are no financial implications associated with this report.

Organizations, Departments and Individuals Consulted and/or Affected

Alison Vandervelde, Community Development Officer
Angelique Cardinal, Executive Assistant to the CAO and Director of Corporate Services
Richard Allen, Manager of Economic Development
Township of North Frontenac
Township of Central Frontenac
Township of South Frontenac
Township of Frontenac Islands