



**SUSTAINABILITY ADVISORY COMMITTEE  
AGENDA**

**Date and Time** November 8, 2012 at 9:30 a.m.

**Place** County of Frontenac Administrative Boardroom 2069 Battersea Road, Glenburnie

**Members:**

Warden Janet Gutowski  
Chair Geoff Sandiford  
Vice Chair Ron Hipfner  
Councillor John McDougall  
Don Ross

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1. Call to order
2. Adoption of the agenda
3. Disclosure of pecuniary interest and general nature thereof
4. Closed meeting
5. Adoption of minutes
  - 12-09-24 Sustainability Advisory Committee Minutes
6. Business arising from the minutes
7. Deputations and/or presentations
8. Communications
9. Reports/Topics for Discussion
  - 2012 Work Plan Update
  - 2013 Proposed Work Plan
  - Sustainable Actions 2012 (to be circulated at the meeting)
10. Other business
11. Next meeting date
12. Adjournment

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**Minutes of the Sustainability Advisory Committee Meeting  
September 24, 2012**

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A meeting of the Sustainability Advisory Committee was held in the Frontenac Boardroom of the County Administrative Office, 2069 Battersea Road, Glenburnie, on Monday, September 24, 2012 at 1:30 p.m.

**In attendance:**

- Geoff Sandiford, Chair
- Warden Janet Gutowski
- Councillor John McDougall
- Ron Hipfner

**Regrets:**

- John Kittle
- Don Ross

**Staff:**

- Elizabeth Savill, CAO/Clerk
- Anne Marie Young, Manager of Economic Sustainability
- Alison Vandervelde, Communications Officer
- Angelique Tamblyn, Executive Assistant (Recording Secretary)

**1. Call to order**

The meeting was called to order at 1:30 p.m.

**2. Adoption of the agenda**

The agenda was received.

**3. Disclosure of pecuniary interest and general nature thereof**

The Chair requested that it be noted that no member of the Committee declared a pecuniary interest

**4. Closed meeting: Nil**

**5. Adoption of minutes**

Liz noted that the June minutes were reformatted for structure and to have a common format and are being brought forward to be approved as amended.

Committee Recommendation

THAT the minutes of the meeting of June 6, 2012 (as amended) and of August 1, 2012 be adopted as presented.

CARRIED

**6. Business arising from the minutes**

The committee's brochure is complete. Ms. Vandervelde will circulate copies.

**7. Deputations and/or presentations: Nil**

**8. Communications**

**Resignation of Mr. Kittle**

The resignation of Mr. Kittle was received on September 21, 2012 via email.

Committee Recommendation

THAT the Committee accept the resignation of John Kittle.

CARRIED

Committee members discussed the opportunity to recommend someone to fill the vacant position. Mr. Wolfe Erlichman might be interested and staff will invite him to attend the next meeting.

**9. Reports/Topics for Discussion**

**ICSP Workshop Debrief**

Councillor McDougall expressed his regrets at missing the session due to illness.

Committee members shared their thoughts concerning the 2012 workshop. Ms. Vandervelde will be compiling all notes taken during the day to create the necessary summaries. Considerable discussion ensued and further notes were taken that will inform the committee members and staff during next year's preparations and will also assist with the drafting of *Sustainable Actions 2012*. The draft document should come forward to the next committee meeting.

The request for youth involvement and youth engagement garnered several responses. Ms. Vandervelde will be following up and ensure this is added to the December committee meeting.

**2013 Budget**

The proposed 2013 sustainability budget, shared at the August meeting, was reviewed again. Councillor McDougall spoke to the transformative impact the CIP is already having in Verona and the opportunities the program offers to the balance of the County.

Committee members also expressed appreciation to staff for the work reflected in the draft budget as prepared.

Committee Recommendation

THAT the Sustainability Advisory Committee offer its support of projects and activities included in the 2013 draft Sustainability budget as shared by County staff.

CARRIED

**10. Other business**

**Approval of the Minutes**

The need for timely confirmation of the committee's recommendations and activities was discussed. The committee members agreed that the draft minutes of this meeting should be circulated to them to allow each to comment and to reach consensus to allow the minutes to be approved in advance of the next Council meeting. The intent is then to have the minutes of this meeting go forward to County Council as part of its meeting agenda allowing certain actions to be taken before the next meeting of the committee.

**11. Next meeting dates**

Wednesday, October 3, 2012 at 1:30 p.m.  
Wednesday, December 5, 2012 at 1:30 p.m.

Committee members agreed to reschedule the October meeting to November 8, 2012.

**Next Meeting November 8th, 2012 at 10:00 a.m.**

**12. Adjournment**

Meeting adjourned at 3:30 p.m.



## SUSTAINABILITY ADVISORY COMMITTEE REPORT

**To:** Chair and Members of the Sustainability Advisory Committee

**From:** Elizabeth Savill  
CAO

**Date prepared:** November 5, 2012

**Date of meeting:** November 8, 2012

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**Re:** Sustainability Advisory Committee – 2012 Work Plan Update

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### **Background**

The current year's work plan was approved by Council providing a number of elements on which the Committee can report.

### **Comment**

The work plan included twelve proposed activities for 2012.

**1. Contribute to the development of a communications plan for the SAC including the strengthening of communications with all stakeholders.**

Although a plan is still under development, [www.frontenactalk.ca](http://www.frontenactalk.ca) has been created to offer a forum for members to share information and communicate with each other.

Social media engagement has opened new opportunities to the County including Facebook and Twitter in addition to the regular e-newsletters that are being offered. Regular reports are being made to the Committee. For the current period:

#### *Facebook*

- 37 Likes (up from 35 at September Meeting)
- 0 People "talking about" the page
- Weekly Total Reach: As high as 112 in the week of October 14 – 19. Currently around 6.

#### *Twitter*

- Following 105 (up from 103 at September Meeting)
- 233 Followers (up from 197 at September Meeting)
- 115 Tweets (In total)
- Interacting with others via mentions and retweets – SWITCH, County Staff and the Warden, Kingston Electors, FCM, private citizens, etc.

*E-Newsletter (Constant Contact)*

- 616 Active Contacts (up from 554 at September Meeting)
- 24 Sent E-Newsletters (In total)

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
10/25/2012	Issue #10: October 2012	613	10.1% (62)	0	0	37.0% (204)	16.7% (34)	0
10/2/2012	Issue #9: September 2012	611	5.2% (32)	0	0	41.8% (242)	22.3% (54)	0.8% (2)
9/27/2012	2012 ICSP Workshop follow-up email and eval survey	63	1.6% (1)	0	0	83.9% (52)	55.8% (29)	1.9% (1)
9/6/2012	2012 ICSP Workshop Invitation	206	5.8% (12)	0	0	55.2% (107)	15.9% (17)	0
9/6/2012	2012 ICSP Workshop Agenda & Survey	206	6.3% (13)	0	0	49.7% (96)	38.5% (37)	0
8/21/2012	Senior's Housing 8th Email - Follow-up to Stakeholders Aug Mtg	72	6.9% (5)	0	0	55.2% (37)	51.4% (19)	0
8/8/2012	Senior's Housing 7th Email - REMINDER Invitation to Stakeholders Aug Mtg	68	7.4% (5)	0	0	38.1% (24)	12.5% (3)	0
7/31/2012	Senior's Housing 6th Email - Invitation to Stakeholders Aug Mtg	68	8.8% (6)	0	0	56.5% (35)	22.9% (8)	7/31/2012

	Sent	Bounces	Opens	Clicks	Forwards
Overall	6104	5.2% (318)	44% (2545)	25.9% (660)	0.5% (12)
Last 3 Month	1699	7.1% (120)	44.4% (701)	24.4% (171)	0.4% (3)

An informational brochure has been prepared.

**2. Consider opportunities to further engage communities including:**

**a. Community Sessions**

The Calendar of Community Events has been prepared and is being updated with a commitment to refresh the posted pdf on a weekly basis on the forum site. Staff has not yet been able to achieve this commitment. In addition, the Committee will be advised at each meeting of 2-3 upcoming events to determine whether anyone might be interested in attending. The main event that is coming up is the Heritage Festival set for the long weekend in February.

County staff members attended:

- Community Improvement Plan public meeting in Sharbot Lake x 2
- Community Improvement Plan public meeting in Marysville (WI)
- Official Plan presentations at each Township Council to review the Basis Document

## Local Government Week:

On October 18, the Warden visited a grade 5 class at Hinchinbrook Public School and spoke to the class about municipal government, the responsibilities of the County and the Township, and her role as an elected official. The students were very engaged in the discussion and interested in discovering the ways in which their local levels of government impact their day-to-day lives.

On October 23, the Warden and County staff (Ms. Vandervelde, Communications Officer; Mr. Young, Community Planner; and Mr. Farrell, GIS Specialist) visited Sharbot Lake High School. They spoke to approximately 40 grade 10 students in the Civics/Careers classes. Some background information was presented on the responsibilities of local government, and ensuing discussions focused on the future. Students were animated when discussing the things they like about living in this area (*natural beauty, small town feel*) and what they imagine for their own futures (*17 said they will live in the area after post-secondary education*) and the future of the area (*ideally, some limited commercial development would offer more amenities close by while maintaining the rural atmosphere – but increasing fuel costs could make it challenging to maintain a sufficient population in the area*). Teachers Randy Mcveety and Wade Leonard expressed interest in having the County return next year for another Local Government Week activity.

### **b. Annual Breakfast**

The Breakfast was held on May 11, 2012 with 65 people in attendance. A follow up survey was distributed and 20 responses were received. The comments were generally very positive suggesting those in attendance were satisfied with the timing, venue, information shared and format of the session.

### **c. Community Events**

County staff members have attended:

- West Devil Lake Property Owners Association AGM and shared our sustainability message for the 2<sup>nd</sup> consecutive year and specific information on septic systems
- Manned a booth in February at the Frontenac Heritage Festival – Sharbot Lake
- KFLA Food Charter development: Staff is on the working group and helped to organize a public meeting in Verona at the end of May

### **d. Awards Events**

The County will be presenting the SWITCH rural award at the annual Harvest Luncheon on November 8<sup>th</sup>.

## **3. Contribute to the web site evolution**

[www.frontenactalk.ca](http://www.frontenactalk.ca) has been established and the SAC has been the first of the County's advisory committees to access it. Further comments are requested as we look to expand access to all other advisory committee members.

The County's main web site is being redeveloped and is expected to go-live early in 2013. Links are being maintained with [www.directionsforourfuture.ca](http://www.directionsforourfuture.ca) and [www.frontenacmaps.ca](http://www.frontenacmaps.ca).

#### **4. Seek out opportunities to engage and liaise with other external groups**

The Committee has engaged directly with:

- New Leaf Link resulting in the execution/presentation of a Community Partnership Agreement. In addition, linkages have been created between it and City staff following a meeting attended by the Chair and Warden and other staff involvement.
- Township of Frontenac Islands, resulting in a personal tour provided by the Mayor for the Chair to review sustainability opportunities. Research is being done by County staff into the history of the Wolfe Island canal.
- Staff is having conversations with the Stewardship Council representatives as it determines its next steps since the provincial withdrawal of support.

#### **5. Offer input into the development of a budget allocation considering all activities and educational opportunities**

The proposed draft 2013 Sustainability Program was presented to this Committee at its August meeting. A further update will be presented at this meeting.

In addition, regular progress updates have been provided and another will be offered at this meeting, being made on the sustainability activities support by Council in the 2012 budget:

- Smaller Scale Community Sustainability Initiatives
  - Current projects are wrapping up
  - Several additional projects are expected before year end
- Official Plan Project
  - Meetings with Townships' councils
  - Public meetings held through August and September
  - Draft document will be shared with Council early in 2013
- Natural Heritage Project
  - Steering Committee meetings are ongoing
- Seniors Housing Pilot Project
  - Final report presented to County Council in October
- Frontenac K&P Trail Project
  - Opening of the first 8.1 km between Orser Road and Harrowsmith held on Friday, August 31
  - Signage underway and will be installed by yearend
  - Permits and approvals are in place for Hardwood Creek bridge

#### **6. Assist with the preparation for the Annual Workshop**

The Annual Workshop was held on Friday, September 21. Satisfaction survey results have been compiled. The draft Sustainable Actions 2012 will be presented at this meeting.

#### **7. Review and assess the contributions made by the current indicators and consider additional/replacement indicators**

Indicators have been discussed and work was completed by Ms. Vandervelde and Mr. Young to attempt to rationalize the long list of indicators. Mr. Hipfner has also prepared a paper for further discussion, which has been posted on [www.frontenactalk.ca](http://www.frontenactalk.ca). Committee members will be asked to bring comments on Mr. Hipfner's paper at the meeting.

**8. Contribute to the development and presentation of the annual report to Council – Sustainable Actions 2012**

The draft has been reported and reflects significant changes in approach.

**9. Seek opportunities to meet with Councils and community groups**

The Chair attended several County Council meetings, including budget sessions, to support the work of the Committee.

County staff members have met with Councils as described above.

**10. Seek opportunities to gain insights into sustainability**

The Sustainability Conference was attended by the Chair, Mr. Hipfner, Ms. Savill and Ms. Young in February. Ms. Savill also attended FCM in June.

A series of webinars was attended by staff addressing the *Green Energy Act* requirements. A seminar hosted by LAS was also attended by staff and County Council members.

The Green Energy Task Force continues to gain insights into the *Green Energy Act* obligations placed on municipalities. It will also hear at its meeting this week more about the Queen's-SLC academic project introduced to the Committee by Mr. Ross. This project has also been shared with the Townships by staff.

**11. Review the Townships' Strategic Plans to stimulate relationships and synergies**

Plans are available and are posted on [www.frontenactalk.ca](http://www.frontenactalk.ca).

**12. Review the list of projects to identify collaborative opportunities**

The list was reviewed this year.

**Financial Implications**

To date, the Committee's financial draw has been limited to members' attendance at the February conference hosted by FCM in Ottawa in February. The 2013 sustainability budget put forward by staff will anticipate County support for a number of initiatives important to the Committee.

**Committee Recommendation**

THAT the Sustainability Advisory Committee receive this *2012 Work Plan Update* report for information only.



**Sustainability Advisory Committee  
2013 Proposed Work Plan**

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**Goal/Vision**

The vision of the County of Frontenac stated in *Directions for Our Future* is Fresh with Opportunity Growing Vibrant, Innovative, Natural, Sustainable Places. Within the context of the Values and Principles detailed, SAC will endeavour to assist the Frontenacs reach sustainability overall and ensure strong community engagement.

**Mandate**

- To provide input and suggestions regarding the implementation of *Directions for Our Future*, in particular to help meet the “*Commitment Towards a Sustainable Future*” and the “*Community Input*” elements.
- To report periodically to County Council and to produce an annual work plan for adoption by Council.

**Proposed Planning Activities for 2013**

1. Maintain expertise in sustainability to ensure valuable advice can be offered to Council as required (strategically support webinars, workshops and conferences)
2. Consider opportunities to further engage and educate communities including:
  - a. Community sessions and events
  - b. Annual breakfast
  - c. Awards events
3. Liaise with other like-minded groups to gain insights and share expertise
4. Stimulate relationships and synergies with the Townships by presenting at Council meetings and through other meeting opportunities
5. Assist with the preparations for the Annual Workshop
6. Contribute to the development and presentation of the annual *Sustainable Actions* report to Council
7. Comment on the draft communications plan being developed for Council’s approval in 2013

<b>Proposed Schedule of Meetings</b>	<b>Proposed 2013 Budget</b>	
Wednesday, February 6, 1:30pm	Meet expenses	\$2,000
Wednesday, April 3, 1:30pm	Activities – Annual Breakfast and	
Wednesday, June 5, 1:30pm	Workshop; educational workshops, etc	12,000
Wednesday, August 7, 1:30pm	Sustainability Conference (4 mbrs)	6,000
Wednesday, October 2, 1:30pm	Miscellaneous webinars etc.	500
Wednesday, December 4, 1:30pm	Total	\$20,500