



ECONOMIC DEVELOPMENT TASK FORCE
MEETING AGENDA

MONDAY MARCH 21, 2022 AT 7:00 P.M. AT THE NORTH FRONTENAC MUNICIPAL COMPLEX COUNCIL CHAMBERS (EDTF MEMBERS ONLY); HOWEVER PUBLIC MAY PARTICIPATE VIRTUALLY BY TELEPHONE DUE TO COVID-19.

TOLL FREE 1-866-797-9101; CONFERENCE ID 9863835.

2 Year Economic Development Task Force Strategic Plan with Objectives beginning in March, 2020

Objectives

- (1) Tourism Expansion and Community/Business Development.*
- (2) Investigate Incentives for Businesses.*

Initiatives

From Objective 1:

2020

- a) Identify and interview potential Investors for potential Business Opportunities.
- b) Continue to work with Frontenac County to coordinate activities in regards to the County of Frontenac Accommodation Review and Strategy for Growth.
- c) Complete a monthly Business Profile for existing Businesses for the Township's Website, Social Media Pages and Council Meeting Agendas.
- d) Continue with Star Gazing Activities and Mural Projects.
- e) Plan a Bus Tour for Businesses to attend other Businesses throughout the Township.
- f) Install Township Maps at various Rest Stops throughout the Township.

2021

- g) Determine feasibility of a Star Gazing Festival in North Frontenac Township.
- h) Determine feasibility of a contest for singer/songwriter to create and record a North Frontenac themed song.

From Objective 2 (2020):

- a) Continue to investigate opportunities to expand North Frontenac Community Improvement Plan and make recommendations to Council.

1. CALL TO ORDER

2. DISCLOSURES OF PECUNIARY INTEREST & GENERAL NATURE THEREOF

3. PRESENTATION

None

4. ECONOMIC DEVELOPMENT TASK FORCE NOTES

- a) Notes of the February 28, 2022 EDTF Meeting as approved via email to be received received for information at the March 25, 2022 Regular Meeting of Council.

5. BUSINESS ARISING

- a) Complete a monthly Business Profile for existing Businesses for the Township's Website, Social Media and Council Meeting Agendas – Councillor Inglis and Paul Thiel.
- b) Continue with Star Gazing Activities and Potential Star Gazing Group – Betty Hunter.
- c) Review of the Township of North Frontenac Draft EDTF Strategic Plan for 2022.

6. COMMUNICATIONS

7. NEW BUSINESS

8. ADJOURNMENT

Notes of the Economic Development Task Force (EDTF) Meeting Held on Monday February 28, 2022 at 7:00 PM at the Municipal Council Chambers.

Present: Councillor John Inglis (Chair), Councillor Fred Fowler, Betty Hunter, Cyndy Bonello, Paul Thiel, Dan Vaillancourt, Corey Klatt – CAO Back-Up, Brooke Hawley – Manager of Community Development (MCD), Matt Walker - Economic Development Officer (EDO) and Lori Newman (Secretary).

1. Call to Order:

The meeting was called to order by the Chair at 7:00 p.m.
Brooke Hawley was welcomed as the new MCD.

2. Disclosures of Pecuniary Interest & General Nature Thereof:

None.

3. Delegations:

None.

4. Economic Development Task Force Notes:

Notes of the January 17, 2022 EDTF Meeting as approved via email by members of the Task Force and received for information at the February 4, 2022 Regular Meeting of Council.

5. Business Arising

a) Complete a monthly Business Profile for existing Businesses for the Township's Website, Social Media and Council Meeting Agendas - Councillor Inglis and Paul Thiel.

Councillor Inglis completed the February Business Profile featuring Fernleigh Lodge which was presented to Council at the February 25, 2022 Council Meeting. It was also added to the Township's Website and Social Media accounts. Paul Thiel will complete the March Business Profile.

b) Continue with Star Gazing Activities and Potential Star Gazing Group – Betty Hunter.

Betty Hunter advised the EDTF that she and Gary Colwell will be meeting electronically this month with the Royal Astronomical Society of Canada (RASC) to possibly prepare a media article featuring the North Frontenac Dark Sky Preserve.

*Notes of a Meeting of the Economic Development Task Force
February 28, 2022*

Betty Hunter also advised that the North Frontenac Amateur Astronomy Club (NFAAC) will return to their meetings at the Clarendon Miller Community Hall in Plevna on the 4th Monday of each month beginning February 28th @ 7:00 p.m.

c) Update re: Welcome Package for new Residents.

The EDO circulated a sample completed Welcome Package to the EDTF for their perusal. Lori Newman reported that 24 Welcome Letters have been sent out to new residents so far in 2022. The EDO advised that 2 people have requested the Welcome Package and stopped at the office to pick it up and meet with the EDO.

d) Update re: 2022 EDTF Budget.

The CAO Back-Up advised the EDTF that Council will consider approving the 2022 Budget at the March 25, 2022 Council Meeting.

6. Communications:

None.

7. New Business:

a) Review of The Township of North Frontenac 2022 Strategic Plan.

Members of the EDTF reviewed the Township of North Frontenac 2022 Strategic Plan.

b) Discussion re: Review and Update the North Frontenac Economic Development Task Force Strategic Plan.

Members of the EDTF reviewed the 2020 North Frontenac Economic Development Strategic Plan. The Task Force prioritized objectives and initiatives to work on throughout the next year and focused on one year due to the upcoming election in the fall of 2022.

The EDO will draft the new Strategic Plan as discussed at tonight's meeting and will bring it back to the next EDTF Meeting for review, prior to the EDTF making recommendations to Council.

8. Adjournment:

Meeting adjourned at 8:30 p.m.

The next meeting of the EDTF will take place on Monday March 21, 2022 at 7:00 p.m. at the Municipal Council Chambers located at 6648 Road 506, Plevna.

Recommendations to Council

Be It Resolved That Council receives for information the February 28, 2022 Notes of the Economic Development Task Force (EDTF).

Received by Council on March 25, 2022

**Councillor John Inglis, Chair
Township of North Frontenac
Economic Development Task Force**



2022 NORTH FRONTENAC ECONOMIC DEVELOPMENT STRATEGIC PLAN

MARCH 2022 – 1 YEAR PLAN TO BE REVIEWED AND UPDATED IN 2023

Introduction

North Frontenac's Economic Development Task Force was formed to identify and promote opportunities for community and economic development in the Township. It does this by making recommendations to Council and by operating a small budget of its own. It is volunteer and Council driven with staff support.

Tourism is the major force in North Frontenac for economic activity, supported by lodges, cabin rentals and campgrounds. There is also a base of businesses in retail, construction, forestry, small manufacturing and crafts. Seasonal residents outnumber permanent residents by more than two to one, and have a large impact on construction and retail. Also, we are host to an increasing number of seniors who convert cottages to permanent homes (largely on waterfront locations) and they generally do not start new businesses but support existing businesses and are the basis of a crucial volunteer sector.

Currently we are in need of more accommodation and retail services on a year-round basis to support increased tourism activity. Services are partially in place but need to be enhanced to be sure we can support tourism objectives. Our tagline "4 Seasons, More Reasons" must be supported by accommodation, and business owners must be able to earn income in all seasons.

We depend on our natural environment as a draw for both tourism and lifestyle based business choices. North Frontenac is seen as an accessible, unspoiled wilderness area by urban residents from Ottawa, Kingston and Toronto. The Economic Development Task Force promotes business activity which protects and enhances the assets we have now, in accordance with the Township's Strategic Plan.

Mission

To support the development of economic wealth within our community, and to improve the economic wellbeing and quality of life of our community; to implement initiatives which enhance the community by creating and/or retaining jobs, businesses, supporting incomes and increasing the tax base.



Vision

To promote Economic Opportunities and help businesses in North Frontenac thrive on a year round basis.

Mandate

To provide recommendations to North Frontenac Council regarding Economic Development opportunities.

Objectives

- (1) Business Development and Tourism Expansion.
- (2) Identify and Implement Community Development Initiatives

Initiatives

1. Business Development and Tourism Expansion

- a. Complete a monthly Business Profile for existing Businesses for the Township's Website, Social Media Pages and Council Meeting Agendas.
- b. Plan a Bus Tour for Businesses to attend other Businesses throughout the Township.

2. Identify and Implement Community Development Initiatives

- a. Continue with Star Gazing Activities.
- b. Host a Star Gazing Event/Festival in North Frontenac Township.
- c. Facilitate new additions to the Mural Project.
- d. New Resident Welcome Package – Visits.