



**Economic Development Task Force  
Meeting Agenda**

**Monday August 15, 2022 at 9:00 p.m. at the North Frontenac Municipal Complex  
Council Chambers or Public may participate virtually by telephone**

**Toll Free 1-866-797-9101; Conference ID 9863835**

*1 Year Economic Development Task Force Strategic Plan with Objectives beginning in  
April, 2022*

**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.

## **1. Call to Order**

## **2. Disclosures of Pecuniary Interest & General Nature Thereof**

## **3. Presentations**

None

## **4. Economic Development Task Force Notes**

- a) Notes of the July 18, 2022 EDTF Meeting as approved via email and were received for information at the August 12, 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 (Chair) and Paul Thiel.
- b) Continue with Star Gazing Activities/Star Gazing Group
  - a. Activities Update – Betty Hunter
  - b. Star Gazing – SOPs - MCD
    - i. ED-0001 Events at the Dark Sky Pad approved
      - 1. Hand out Volunteer Vests
    - ii. ED-0002 Usage of the Fred Lossing Telescope approved
  - c. Laser Pointers at Star Gazing Pad – EDO
    - i. Update about Transport Canada approval – EDO
    - ii. SOP is pending authorization from Transport Canada
- c) Star Gazing Festival
  - a. General Update - Councillor Inglis (Chair), Betty Hunter, Dan Vaillancourt and Cindy Bonello.
  - b. Refreshment Vehicle By-law
    - i. Update re: Refreshment Vehicle time of day restrictions
  - c. Budget
- d) 2022 Business Bus Tour – EDO, Councillor Inglis (Chair) and Paul Thiel
- e) Ontario By-Bike – Bicycle Friendly Businesses - general Update re: successful Township registration - EDO

## **6. Communications**

## **7. New Business**

- a) Short-Term Economic Priorities Admin Report to Council - MCD

## **8. Adjournment**

**Notes of the Economic Development Task Force (EDTF) Meeting Held on Monday, July 18, 2022 at 7:00 PM at the Municipal Council Chambers.**

Present: Councillor Fred Fowler (Meeting Chaired by Councillor Fred Fowler, as Councillor John Inglis absent), Betty Hunter, Cyndy Bonello, Paul Thiel, Dan Vaillancourt, Brooke Hawley – Manager of Community Development (MCD), Matt Walker - Economic Development Officer (EDO) and Lori Newman (Secretary).

Absent with Regrets: Councillor John Inglis.

**1. Call to Order:**

The meeting was called to order by the Chair at 7:00 p.m.

**2. Disclosures of Pecuniary Interest & General Nature Thereof:**

None.

**3. Delegations:**

None.

**4. Economic Development Task Force Notes:**

Notes of the June 20, 2022 EDTF Meeting as approved via email by members of the Task Force were received for information at the July 15, 2022 Regular Meeting of Council.

**5. Business Arising:**

**a) Welcome Package update – MCD**

Lori Newman reported that fifteen Welcome Letters have been sent out to new residents since the last update. Thirty nine letters have been sent out in 2022. The EDO advised that there has been no new requests for a Welcome Package since the last update. Two welcome packages have been sent out in 2022. The EDTF will consider in the future the possibility of mailing downsized packages, instead of new residents having to request packages and make future recommendations to Council.

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

Paul Theil reported that a Business Profile was not completed for July however he has 5 appointments confirmed in the upcoming weeks and will have a Profile completed for August.

**c) Continue with Star Gazing Activities/Star Gazing Group**

**a. Activities Update – Betty Hunter**

Betty Hunter advised that the July 16th Star Gazing Activity was very well attended with approximately 50 guests.

**b. Star Gazing – SOP Discussion – MCD**

The EDTF members discussed the draft internal procedures/protocols for handling various issues/events at the Star Gazing Pad. Betty Hunter will forward some additional questions to the MCD to look into prior to finalizing and providing to the CAO for approval. There was also discussion of key holders and a sign in/out binder for keys. This will be discussed further at the next EDTF meeting as well.

**c. Laser Pointers at Star Gazing Pad – EDO**

**i. Laser Use Signage installed at DSP – MCD**

The MCD reported that signage has been placed at the Star Gazing Pad to state that laser usage is restricted to authorized members of the Royal Astronomical Society of Canada (RASC), as they have blanket authorization for the usage of lasers and the Township is still waiting for authorization at this time.

**ii. Update about Transport Canada approval - EDO**

The EDO reported that he is still awaiting a response from Transport Canada regarding the Application to use Laser Pointers at the Star Gazing Pad. This will allow other people authorized by the MCD to use lasers and not limited to just RASC members. The Application is pending and the EDO will update the EDTF as soon as a response is received.

**d. RASC Dark-Sky Site Leaflets - MCD**

The MCD distributed leaflets to the EDTF members that were received from the Royal Astronomical Society of Canada (RASC) as a free resource during the 2022 summer for Dark-Sky sites. The EDTF also discussed the current DSP brochure stock and that additional brochures may need to be considered during the 2023 Budget deliberations.

**e. Proposed RASC Dark Sky Pad Fence Painting by Artists – MCD**

The EDTF discussed the Proposed Dark Sky Pad Fence Painting by artists and agreed that this proposal will be discussed further in the Spring of 2023 as there are other projects already in motion for the summer and fall of 2022.

**d) Potential Star Gazing Festival**

**a. General Update - Councillor Inglis (Chair), Betty Hunter, Dan Vaillancourt and Cindy Bonello.**

Betty Hunter advised that she is continuing to put together information regarding security for the Star Gazing Festival. Matt Walker (EDO) will send Betty information on security options that he has contact information for. Gary Colwell, Councillor Inglis, Betty Hunter, Dan Vaillancourt and Cyndy Bonello will plan an in-person meeting on Monday, July 25<sup>th</sup> to work on this project and bring back additional information to the August EDTF meeting. The EDO will be designing a poster for the Festival.

The EDTF is anticipating this Festival to cost approximately \$1,500.

**b. Refreshment Vehicle By-law**

**i. Requirements**

**ii. Hours of operation**

By-law #33-22 To Licence a Refreshment Vehicle Section 5a) iii) states *“No Person shall permit: A Refreshment Vehicle to operate between the hours of 10:00 pm and 6:00 am”*

The EDTF members discussed the Refreshment Vehicle By-Law, requirements and hours of operation. The EDTF would like to request an exemption from the By-Law for the Star Gazing Festival regarding the hours of operation, as this event runs throughout the night and that is when people are requiring food.

**e) 2022 Business Bus Tour – EDO, Councillor Inglis (Chair) and Paul Thiel.**

The EDO, Councillor Inglis and Paul Thiel will plan an in-person meeting to discuss ideas for the Bus Tour for Businesses to attend other businesses throughout the Township in 2022 and provide an update at the next EDTF meeting.

**f) Ontario By-Bike - Bicycle Friendly Businesses update from Council - MCD**

The MCD and EDO informed the EDTF that Council approved the Township joining the “Ontario By Bike Network” which helps cyclists find Businesses on the Ontario By-Bike online map when planning their cycling routes and establishes the Township as a bicycle friendly location. This will be circulated by the EDO to local businesses.

**g) 2022 Mural Project**

**a. Proposed Locations**

- Ompah Waste Disposal Site
- Crotch Lake Access Road
- Malcolm Lake Boat Launch
- Kashwakamak Waste Disposal Site
- Clar Mill Fire Hall Entrance

**New Proposed Location**

- South Road (Old School House)

The EDTF discussed the proposed locations throughout the Township for the for the Round 7 – 2022 Fall Mural Project that are to be installed in the Fall of 2022.

The EDTF agreed that they will remove the proposed Kashwakamak Waste Site location this time and add the new location of the Old School House (South Road).

**6. Communications:**

None.

**7. New Business:**

**a) Time of EDTF Meetings**

The EDTF discussed the current time 7:00 p.m. for the EDTF Meetings. It was decided that the EDTF will meet at 9:00 a.m. for future meetings, every third Monday in the Municipal Office - Council Chambers.

**8. Adjournment:**

Meeting adjourned at 8:30 p.m.

**NOTE : The next meeting of the EDTF will take place on Monday, August 18, 2022 at 9:00 a.m. at the Municipal Council Chambers located at 6648 Road 506, Plevna.**

## **Recommendations to Council**

**Be It Resolved That** Council receives for information the July 18, 2022 Notes of the Economic Development Task Force (EDTF);

**And That** Council approves up to \$1,500 being taken from the Economic Development Reserve Fund for the Star Gazing Festival in 2022;

**And That** Council approves an exemption to By-law #33-22 To Licence a Refreshment Vehicle Section 5a) iii) states *“No Person shall permit: A Refreshment Vehicle to operate between the hours of 10:00 pm and 6:00 am”* to allow the Star Gazing Festival to have Refreshment Vehicles 24 hours a day September 23, 24 and 25.

Received by Council on August 12, 2022.

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

## Township of North Frontenac - Standard Operating Policy

Subject: Events at the Dark Sky Pad

Policy Number:  
ED-0001

Page 1 of 2

### **Purpose**

To establish policies and procedures for the holding of events at North Frontenac Dark Sky Pad (NFDSP) located at 5816 Road 506, Plevna ON.

### **Policy**

This Policy shall be followed by all Employees, Volunteers and members of the Public attending the North Frontenac Dark Sky Pad.

### **Procedure**

#### Event Leader

- One person shall be designated as the Event Leader by the MCD for each event and shall be the primary contact prior to and during the event;
- During the event, the Event Leader shall be responsible for adherence to all applicable policies, legislation, by-laws and regulations as well as overall safety of all event attendees.
- The Event Leader shall be in attendance for the duration of the event;
- The Event Leader shall provide to the MCD a list of all volunteers scheduled to attend the event;
- The Event Leader must have a working cell phone and be the contact point for the MCD during the event.
- The Event Leader is authorized to ask disruptive individuals to leave the property.

#### Volunteers

- All event volunteers shall adhere to the Volunteer Code of Conduct (Addendum 1)
- All event volunteers shall wear a Township-provided event vest that is clearly visible to visitors, Township staff and other volunteers.
- Prior to the start of the event, the Event Leader shall inform all volunteers of the location of the Fire Extinguisher and First Aid Kit.

#### Overflow Parking

- The Overflow Parking Area (OPA) shall consist of the grass area immediately south of the parking lot;

Issue Date  
August 4, 2022

Approved By:  
Corey Klatt, CAO \_\_\_\_\_

Revision Date:

Approved By:

## Township of North Frontenac - Standard Operating Policy

Subject: Events at the Dark Sky Pad

Policy Number:  
ED-0001

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- The OPA shall only be used if the parking lot is full and the Event Leader determines that the grass area is dry enough to avoid vehicles getting stuck;
- Vehicles arriving shall use the easternmost designated laneway to access the OPA and the westernmost designated laneway (near the privies) to leave;
- A volunteer shall direct each vehicle to an appropriate overflow parking spot;
- Vehicles shall be parked so that each vehicle has free access to leave;
- No vehicle can be parked within 50 feet (15.24 meters) of any part of the paved helicopter pad.

### Helicopter Arrival

- Upon being made aware that a helicopter is inbound for the Helicopter Pad, the Event Leader shall immediately;
  - Ensure the Helicopter Pad and a 50' radius of it is cleared of any items;
  - Have all volunteers and attendees move to and remain at the Stargazing Pad and Observatory area until given further instructions by emergency personnel.
  - Maintain a clear driving path for emergency vehicles to/from the arriving helicopter;
- The Event Leader shall follow any direction provided by Emergency Services.

### Incidents/Emergencies

- The Event Leader shall call the MCD for all non-emergency incidents including but not limited to an individual/group refusing to leave when asked to;
- Call 911 immediately for all emergencies.

### Merchandise Sales

- Only individuals or entities authorized by the MCD are permitted to sell goods or services at the Dark Sky Pad during events.

Issue Date  
August 4, 2022

Approved By:  
Corey Klatt, CAO \_\_\_\_\_

Revision Date:

Approved By:

## Township of North Frontenac - Standard Operating Policy

Subject: Volunteer Code of Conduct

Policy Number:  
ED-0001

Addendum 1

### Volunteer Code of Conduct

While volunteering at an event at the Dark Sky Pad, each Volunteer shall;

- Interact with other volunteers, Township Staff and members of the public in a professional, courteous, civil, dignified, respectful, fair and equitable manner;
- avoid all situations in which their personal interests' conflict or might seem to be in conflict with assigned duties at the event
- Not use their volunteer position to influence other volunteers or Township Staff.
- Not be under the influence of, or consume alcohol, cannabis or controlled substances at any time during events;
- Refrain from any behaviour that constitutes harassment, where harassment is defined as comment or conduct directed towards an individual or group, which is offensive, abusive, racist, sexist, degrading or malicious.
- Be alert to and immediately inform the Event Leader of any form of abuse directed at myself, other volunteers or attendees from any source.

Issue Date  
August 4, 2022

Approved By:  
Corey Klatt, CAO \_\_\_\_\_

Revision Date:

Approved By:

## Township of North Frontenac - Standard Operating Policy

Subject: Usage of the Fred Lossing Telescope

Policy Number:  
ED-0002

Page 1 of 1

### **Purpose**

To establish policies and procedures for the operation of the Fred Lossing Telescope (FLT) located at the North Frontenac Observatory at 5816 Road 506, Plevna ON.

### **Policy**

This Policy shall be followed by all Employees, Volunteers and members of the Public utilizing the FLT.

### **Procedure**

#### Operators

- Only Employees, Volunteers and RASC Ottawa members authorized by the Manager of Community Development (MCD) are permitted to operate the FLT (Authorized Operators);
- The MCD shall ensure that all authorized Employees, Volunteers and RASC Ottawa members operating the FLT have the training, skills and qualifications necessary to operate the equipment in accordance with the manufacturer's recommendations and that this shall be accomplished through full understanding and adherence to the terms of this SOP.

#### Usage

- One Authorized User shall be the operator of the telescope at any time but may be assisted by one or more volunteers under their direct supervision.

#### Scheduling

- An Authorized User Coordinator shall be appointed by the MCD to be responsible for the scheduling of FLT use by Authorized Users and shall lend keys to unlock the FLT to Authorized Users when required.

#### Public Access

- When the FLT is in operation by an Authorized Operator, the Authorized Operator shall make a reasonable effort to facilitate viewings by interested members of the public who are in attendance;

Issue Date  
August 4, 2022

Approved By:  
Corey Klatt, CAO \_\_\_\_\_

Revision Date:

Approved By:

## Township of North Frontenac - Standard Operating Policy

Subject: Usage of the Fred Lossing Telescope  
– Operator Agreement

Policy Number:  
ED-0002

Addendum 1

I \_\_\_\_\_ have read and will comply with *ED-0003 Usage of the Fred Lossing Telescope*; and reaffirm that while located on the NFDSP property and operating the Fred Lossing Telescope (FLT), I:

- Have the training, skills and qualifications necessary to operate the FLT and will do so in accordance with the manufacturer's recommendations;
- Will not operate the FLT in unsuitable weather conditions;
- Will immediately inform the MCD of any operational defects of the FLT or any other potential safety hazards associated with its operation;
- Will coordinate with other Authorized Operators on site (if applicable);
- Agree to make a reasonable effort to facilitate viewings through the FLT by members of the Public;

\_\_\_\_\_  
Authorized Operator

\_\_\_\_\_  
Date

### Authorization

\_\_\_\_\_ is authorized to operate the Fred Lossing Telescope housed at the North Frontenac Observatory.

\_\_\_\_\_  
Manager of Community Development

\_\_\_\_\_  
Date

Issue Date  
August 4, 2022

Approved By:  
Corey Klatt, CAO \_\_\_\_\_

Revision Date:

Approved By:

FESTIVAL OF STARS MEETING MINUTES  
JULY 25, 2020

ATTENDEES – John, Gary, Rob, Dan, Betty  
Regrets – Cyndy

SECURITY – Hours Fri 4-12 pm 8 hours  
Sat. 4am-8pm 16 hours estimated cost \$600  
Gary is looking into

WRIST BANDS- order 100 – John is looking into

CELLOPHANE FOR HEADLIGHTS  
Gary looking into estimated cost \$ 30

REGISTRATION will need volunteers. Betty will create a schedule for 4 hr shifts  
Will use tent from volunteer Fire Department

SOUVENIR AND DONATIONS TABLE will use tent. Next to registration? Need  
volunteers?

LIGHT POLLUTION BILLBOARD – will use a tent. Rob will approach Ottawa RASC  
to see if we can borrow it need tent

FOOD TRUCK – John is looking into a food truck and hours

Facebook page admins – Cyndy, Gary, Rob will track the registration. To be launched  
asap

ADVERTISING – IN CONJUNCTION WITH Studio Tour  
News Article Beginning of September  
Cost for ads ¼ page \$250  
½ page \$490  
Flyers to 5000 households .05 distribution .15 print and distribution

ACCOMODATIONS – Dan will check with local businesses for a list of what is  
available

Next meeting Fri 12<sup>th</sup> 9am Shamrock Bakery?



## Administrative Report

To: Mayor and Members of Council

From: Brooke Hawley, Dipl.M.A, Manager of Community Development

Recommended by: Corey Klatt, Dipl. M.A, Chief Administrative Officer \_\_\_\_\_

Date of Meeting: August 12, 2022

Re: Short-Term Economic Development Focus

### Background

On February 14, 2020 Council passed Resolution #82-20 with respect to the Mayor's Administrative Report entitled Business Development and formalizing the Economic Development Task Force (EDTF) 2020 Strategic Plan which included a summer event such as farmers market and ID a unique annual event (try to cover an off-season event such as Pond hockey tournament).

The Township's Strategic Plan lists the following Goals and Strategic Objectives under the Economic/Community Development category;

- Identify and implement Community Development initiatives (EDTF Chair)
- North Frontenac Businesses Collaboration (Mayor)
  - Annual Summer event – Farmers/Craft Market
  - Visitor Activity Packages
  - Identify an Annual Winter Event to start in 2023
  - Reach out to local aboriginal groups for inclusion in this objective

On April 4, 2022, Mayor Higgins held a meeting with local businesses at the Clar-Mill Community Hall. Businesses brainstormed concepts surrounding a Farmer's Market in the summer along with a Christmas-themed weekend event during the winter.

On May 20, 2022, Council defeated Resolution #218-22 entitled 'Proposed Annual Events' which proposed development of a Farmer's Market and Christmas-themed Weekend Marketplace in 2022.

### Researched By

Matt Walker, Economic Development Officer (EDO)

## Comments

A new Township Strategic Plan is proposed to be budgeted for development in early 2023.

In the interim, it is proposed that the EDO work on initiatives that support three short-term economic priorities for the Township; Direct Business Support; Promotion and Marketing; and Experience Development.

### Direct Business Support

What is it? Identifying the current needs of patrons and business owners while taking proactive measures to respond to indicated future trends.

How we propose to do it.

#### Workforce Development

- Potential collaboration with regional stakeholders (ie. Frontenac Business Services, County of Frontenac) on a North Frontenac workforce development review to identify Township-specific opportunities.
- Provide complimentary compensation and needs consultations to local business owners to discuss opportunities for North Frontenac's businesses to remain competitive and attracting the best talent.

#### National Tradesman Day (Sept. 16, 2022)

- Promote the local tradespeople and their importance to the vibrancy of the community and its economy.
- Hold an interactive trades-focused event that week at a Community Hall which will provide educational and vendor opportunities.
- Possibility of Council declaring the week of Sept. 11-17 as 'Tradesperson Week.'

#### Data Gathering

- Design and distribute a community survey to examine current local buying trends and identify opportunities for local businesses to provide in-demand products/services not currently available.
- Design and distribute a business-centric survey to gather the thoughts from our businesses about their current and projected needs.

## Promotion and Marketing

What is it? Using a diversified portfolio of strategies to promote regional+ awareness of local recreational and commercial opportunities throughout the year.

How we propose to do it.

### Events

- Coordinate with local businesses to host a small-scale 'Fallicious'-type weeklong event in the fall where a coalition of local restaurants and food providers come together to deliver fixed-price (prix-fixe) lunch and dinner menu options. It is proposed that we reach out to the Township of Addington Highlands and offer to partner with them on this event as including food providers within their geographical boundaries will add more dining options throughout the week.
- Partner with local community groups to hold a North Frontenac Winter Festival in Winter 2023 (ideally in February).

### Scenic Route Update

- Developing one or more additional scenic routes such a 'Historic Route'.
- Work with local indigenous groups to identify if there are culturally significant locations we could add to one or more routes.

### Printed Deliverables

- The creation of a North Frontenac Visitor Guide which could be made available free of charge to guests via accommodation and attraction providers. This guide would give guests local context by telling some of the Township's 'story' and be an excellent advertising opportunity for local businesses.
- The creation of a North Frontenac Parklands pamphlet to capitalize on the successful reception of the Dark Sky Pad pamphlet.

### Improved Wayfinding

- Identifying opportunities in the Township for improved wayfinding and signage and bringing these findings to Council through an Admin Report.

## Experience Development

What is it? Improving local economic outcomes by leveraging the combined resources of existing businesses and attracting new businesses to develop tourism-based experiences.

How we propose to do it.

- Facilitating Business-to-Business Visitor Activity Packaging
- Develop a top 20 list of in-demand tourist experiences throughout the province and provide an Admin Report about the general viability of bringing each to the Township.

### **Financial Implications**

Employee time would be utilized through involvement in the planning and development of the proposed initiatives.

It is proposed that the Township provide \$1,500 to cover expenses (i.e. special insurance, advertising, etc.) for the North Frontenac Winter Festival from the Economic Development Reserve Fund.

It is proposed that the Township provide \$500 for the printing of the North Frontenac Visitor Guide.

The current balance of the Economic Development Reserve Fund is \$22,692.23.

### **Recommendation**

**Be It Resolved** That Council receives for information the Manager of Community Development's (MCD) Administrative Report entitled 'Short-Term Economic Development Focus';

**And That** Council identifies Direct Business Support; Promotion and Marketing; and Experience Development as short-term economic priorities until the next Strategic Plan is completed;

**And That** Council approves \$1,500 to cover expenses related to the coordinating of the North Frontenac Winter Festival in 2023 and directs the Treasurer to transfer the \$1,500 from the Economic Development Reserve Fund;

**And That** Council approves \$500 for the purpose of printing of the North Frontenac Visitor Guide, from the Economic Development Advertising/Business Promotions approved Budget.