

Notes of the Economic Development Task Force (EDTF) Meeting Held on Monday, March 21, 2022 at 7:00 PM at the Municipal Council Chambers.

Present: Councillor John Inglis (Chair), Councillor Fred Fowler, Betty Hunter, 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).

Absent with Regrets: Cyndy Bonello.

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 February 28, 2022 EDTF Meeting as approved via email by members of the Task Force and to be 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.**

Paul Thiel completed the March Business Profile featuring Lothlorien Woodworking which will be presented to Council at the April 8, 2022 Council Meeting. It will also be added to the Township's Website and Social Media accounts. Councillor Inglis will complete the April 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 are discussing a potential Festival for 2022 at the North Frontenac Dark Sky Preserve. Dan Vaillancourt and Councillor Inglis advised they will assist with planning of this event and will bring back further information including potential costs to the

next EDTF meeting for discussion prior to making recommendations to Council, as this was not budgeted for. On March 31, 2022 Cyndy Bonello also advised she will assist with organizing the event.

c) Review of the Township of North Frontenac Draft EDTF Strategic Plan for 2022.

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 a one year proposal due to the upcoming Council Municipal Election in the fall of 2022.

The EDTF removed “identify and interview potential investors for potential business opportunities; continue to work with Frontenac County to coordinate activities in regards to the County of Frontenac Accommodation Review and Strategy for Growth; install Township Maps at various Rest Stops throughout the Township; and Determine feasibility of a contest for singer/songwriter to create and record a North Frontenac themed song.

The EDTF is proposing the following initiatives in the Draft 2022 Economic Development Strategic Plan (see attached):

- (1) Continue to complete a monthly Business Profile for existing Businesses for the Township’s Website, Social Media Pages and Council Meeting Agendas.
- (2) Plan a Bus Tour for Businesses to attend other Businesses throughout the Township (will require an estimated \$2,500 for busing, food, etc. – see recommendation to Council below).

The Economic Development Reserve Fund has an estimated year-end balance of \$22,692.23 as of December 31, 2022, per the 2022 Budget;

- (3) Continue with Star Gazing Activities.
- (4) Host a Star Gazing Event/Festival in North Frontenac Township (anticipated fall 2022 and proposed budget for this initiative to be presented at a future EDTF Meeting then to Council for consideration).
- (5) Facilitate new additions to Mural Project (approved in 2022 budget).
- (6) New Resident Welcome Package (began in January 2022 per previous Council approval and to continue throughout the future).

6. Communications:

None.

7. New Business:

None.

8. Adjournment:

Meeting adjourned at 7:58 p.m.

The next meeting of the EDTF will take place on Tuesday, April 19, 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 March 21, 2022 Notes of the Economic Development Task Force (EDTF);

And That Council approves the Draft 2022 North Frontenac Economic Development Strategic Plan;

And That Council approves up to \$2,500 being taken from the Economic Development Reserve Fund for a Bus Tour for Businesses to attend other Businesses throughout the Township in 2022;

And That the EDTF shall bring back estimated costing for a proposed Star Gazing Festival to be held in the fall of 2022 for Council's consideration.

Received by Council on April 8, 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.