



**Economic Development Task Force Agenda - Meeting  
August 21, 2023 – 9:00 a.m.  
Municipal Office – Council Chambers  
6648 Road 506, Plevna  
[Zoom Meeting Registration](#)**

**1. Call to Order**

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

**3. Presentations**

**4. Economic Development Task Force Notes**

- a. Notes of the August 17, 2023 EDTF Meetings as approved via email and were received for information at the August 17, 2023 Meeting of Council.

**5. Business Arising**

- a) Research feasibility of a Municipal Campground (Vaillancourt, B.Hunter, Bonello, Kecso)
- b) North Frontenac Information booth/kiosk (Councillor Regent, Thiel & Kecso)
- c) Business Profiles (Councillor Huetl, Thiel)
- d) Research feasibility of a small-scale commercial office space with a focus on attracting health care and other professionals (Councillor Huetl, Councillor Regent, EDO)
- e) Summer Event (EDO, B.Hunter, Bonello, J.Hunter)
  - a. Lessons Learned (see attachment)
  - b. Moving Forward – discussion regarding group make-up for future summer fests and also discussion around who should be doing winter fest (i.e. staff resources, EDTF resources, etc.)

**6. Communications**

**7. New Business**

**8. Adjournment**

Date	Category	Event or Topic	Impact	Recommendations	Status
July 27, 2023	Planning	Event Authority	<ul style="list-style-type: none"> <li>• Uncertainty surrounding who is responsible for the event and authorized to do specific tasks.</li> </ul>	<ul style="list-style-type: none"> <li>• Clarify roles and responsibilities of event organizers.</li> </ul>	
July 27, 2023	Music	Equipment Failure	<ul style="list-style-type: none"> <li>• Music quality was affected and headliner concert was cut short.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the amount of shaded areas.</li> <li>• Explore options to use covered stage area.</li> </ul>	
July 27, 2023	Music	Music Quality	<ul style="list-style-type: none"> <li>• Lack of consistency in music quality due to musicians using various equipment.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore universal sound equipment.</li> </ul>	
July 27, 2023	Music	Scheduling	<ul style="list-style-type: none"> <li>• Some delays between musicians</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease time between musicians</li> </ul>	
July 27, 2023	Music	Concert Communications	<ul style="list-style-type: none"> <li>• Headliner band ran late and attendees didn't know what was going on with when the band was playing.</li> </ul>	<ul style="list-style-type: none"> <li>• Have an event MC to announce things</li> </ul>	
July 27, 2023	Operations	Evening Activities	<ul style="list-style-type: none"> <li>• Some attendees thought the event was more children-oriented than it was</li> </ul>	<ul style="list-style-type: none"> <li>• Consider having an evening dinner and concert.</li> </ul>	
July 24, 2023	Planning	Vendor Sourcing	<ul style="list-style-type: none"> <li>• Potential providers and vendors were unavailable due to previous scheduling.</li> </ul>	<ul style="list-style-type: none"> <li>• Council commitment in Fall of year before planned SummerFest</li> </ul>	

July 27, 2023	Planning	Event Planning	<ul style="list-style-type: none"> <li>• Short deadlines led to mapping confusion leading up to the event.</li> </ul>	<ul style="list-style-type: none"> <li>• Use newly established application process for vendors;</li> <li>• Set vendor/booth deadline and maintain it.</li> </ul>	
July 27, 2023	Planning	Event Planning	<ul style="list-style-type: none"> <li>• Inconsistent meeting schedule was a barrier.</li> </ul>	<ul style="list-style-type: none"> <li>• Have a consistent event planning meeting schedule which increases in frequency as the event gets closer to the date.</li> </ul>	
July 27, 2023	Parking	Accessibility Spaces	<ul style="list-style-type: none"> <li>• People without disabilities had parked in accessible parking</li> <li>• Distance to activities</li> </ul>	<ul style="list-style-type: none"> <li>• Individual signage for each accessible spot</li> <li>• Look at how to move accessibility parking closer</li> </ul>	
July 24, 2023	Planning	Event Committee	<ul style="list-style-type: none"> <li>• Committee members involved in running events are not able to be fully active in event oversight</li> <li>• Potential conflict of interest situations.</li> </ul>	<ul style="list-style-type: none"> <li>• Event planning committee members should be mindful of their involvement with organizing or running an event or booth at the event.</li> </ul>	
July 24, 2023	Financial	Honorarium Cheques	<ul style="list-style-type: none"> <li>• Deciding on appropriate honorarium</li> <li>• Last minute issuance of cheques could cause disruption.</li> </ul>	<ul style="list-style-type: none"> <li>• Create an honorarium policy</li> <li>• Two week notice to Treasury</li> </ul>	
July 27, 2023	Planning	Vendor Requirements	<ul style="list-style-type: none"> <li>• Requirements ie. power, were not clearly communicated from vendor(s) to organizers.</li> </ul>	<ul style="list-style-type: none"> <li>• Use the newly established vendor intake form for future events.</li> </ul>	
July 27, 2023	Operations	Radio Communications	<ul style="list-style-type: none"> <li>• Not all volunteers had radios.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure all volunteers have radios</li> </ul>	
July 27, 2023	Operations	Vendor Set-up	<ul style="list-style-type: none"> <li>• During vendor set-up, there was some confusion about where to set-up.</li> </ul>	<ul style="list-style-type: none"> <li>• Have a person to coordinate vendor booth set-up</li> <li>• Ensure adequate number of volunteers available</li> </ul>	

July 27, 2023	Planning	Attendee Shaded Areas	<ul style="list-style-type: none"> <li>A lack of shaded areas around the stage area had people congregating around the Hall entrance and bringing chairs out from inside the Hall.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the amount of shaded areas for attendees and volunteers.</li> </ul>	
July 27, 2023	Operations	Vendor Set-up	<ul style="list-style-type: none"> <li>Some vendors moved their locations and left space that the public could access</li> <li>Some vendors left early.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure space that was not intended for public access is blocked off or otherwise made inaccessible.</li> <li>Ensure vendors are clear on time to be there and time to leave to ensure schedule is being followed.</li> </ul>	
July 24, 2023	Vendors	Quantity of Food	<ul style="list-style-type: none"> <li>Vendors did not have sufficient quantity of food and drinks for the number of attendees.</li> <li>Lack of variety of food vendors.</li> </ul>	<ul style="list-style-type: none"> <li>Discuss projected attendance with future food vendors</li> <li>Have at least one more lunch vendor.</li> </ul>	
July 27, 2023	Vendors	Cold Drinks - Advertisement	<ul style="list-style-type: none"> <li>Some attendees didn't know that cold drinks were available</li> </ul>	<ul style="list-style-type: none"> <li>Increase the amount of businesses that were selling drinks.</li> <li>Encourage vendors to better advertise their available products.</li> </ul>	
July 27, 2023	Vendors	Concessions - Variety	<ul style="list-style-type: none"> <li>Popcorn was successfully received by the attendees but there was a lack of other types of concessions especially cold-based ie. slushies, snow cones</li> </ul>	<ul style="list-style-type: none"> <li>In the planning stage, communicate to interested vendors potential concession opportunities</li> </ul>	
July 27, 2023	Vendors	Children's Activities	<ul style="list-style-type: none"> <li>face painting but did not let organizers know they were doing that activity.</li> </ul>	<ul style="list-style-type: none"> <li>Participants must state what they are planning to do to ensure all regulations are met.</li> </ul>	
July 27, 2023	Donations	Donor Recognition		<ul style="list-style-type: none"> <li>Create a donor recognition policy</li> <li>Consider putting sponsors on the gate map (or convert the gate map to a brochure)</li> </ul>	

July 27, 2023	Operations	Amenities	<ul style="list-style-type: none"> <li>• Inadequate amount of seating for attendees.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase amount of seating, garbage cans and shade.</li> </ul>	
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