

Economic Development Task Force Agenda

9:00 AM - Monday, March 17, 2025

Council Chambers

1. Call to Order

2. Traditional Land Acknowledgement

We begin this gathering by acknowledging and celebrating these traditional lands as a gathering place of the first peoples and their ancestors who are entrusted to care for Mother Earth since time immemorial. We do so respecting both the land and the Indigenous People who continue to walk with us through this world. Today, the Township of North Frontenac is committed to working with Indigenous Peoples and all residents to pursue a united path of reconciliation.

3. Disclosure of Pecuniary Interest and General Nature Thereof

4. Economic Development Task Force Notes

- a) Notes of the February 18, 2025 EDTF Meeting as approved via email and were received for information at the March 24, 2025 Regular Meeting of Council. 3 - 21
[Economic Development Task Force - 18 Feb 2025 - Minutes - Pdf](#)

5. Business Arising

- a) Updated 2025 Work Plan - to be sent to Council for consideration 22
[2025 EDTF Work Plan](#)
- b) Welcome Package – Bonello
- c) Business Dinner & Forum (April 25, 2025) – Vaillancourt, Regent, Huetl 23
[2025 Business Dinner & Forum](#)
- d) Business Profiles –Thiel, Huetl
- e) National Tradesman Day Breakfast (Sept) – MCD
- f) SummerFest (July 19, 2025) – Bonello, Inglis, Vaillancourt
- g) WinterFest (February 22, 2025) – Bonello, Inglis, Watson
- h) Spring/Fall Foodilicious Event - Thiel, Regent, Kecso 24 - 27
[Foodilicious Idea March 1 2025](#)
- i) Mural Project - MCD 28
[Township Mural Locations](#)
- j) NF Commercial Signage – Regent, Kecso, Thiel 29 - 37
[Information Kiosk Ideas - March 2025 Update](#)
- k) Tradeshow – Bonello, Thiel 38 - 39
[2025 Quinte Sportsman Show](#)

- l) Identify barriers to housing development and potential solutions – Inglis, Regent, Kecso, Hartwig

6. New Business

7. Adjournment

- a) Meeting adjourned at _____ a.m.



Economic Development Task Force Minutes

9:00 AM - Tuesday, February 18, 2025
Council Chambers

- Present:** Deputy Mayor John Inglis (Acting Chair); Councillor Roy Huetl; Cyndy Bonello; Paul Thiel; Dan Vaillancourt; Brandon Hartwig; and Tammy Watson
- Absent with Regret:** Councillor Stephanie Regent and Danielle Kecso.
- Also Present:** Brooke Ross, Dipl.M.A., Manager of Community Development (MCD); Richard Allen, Manager of Economic Development (County of Frontenac); and Lori Newman (Secretary)

1. Call to Order

The meeting was called to order by the Chair at 9:00 a.m.

2. Traditional Land Acknowledgement

Deputy Mayor John Inglis (Chair) read the Traditional Land Acknowledgement.

3. Disclosure of Pecuniary Interest and General Nature Thereof

4. Economic Development Task Force Notes

- a) Notes of the January 20, 2025 EDTF Meeting as approved via email and were received for information at the January 31, 2025 Regular Meeting of Council.

5. Business Arising

- a) Welcome Package - Bonello

Cyndy Bonello and the MCD will arrange to meet in the upcoming weeks to go through the welcome packages and ensure all content is up to date.

- b) Business Dinner & Forum (April) – Vaillancourt, Regent, Huetl

The Business Dinner & Forum sub-committee reported that they are awaiting information regarding the menu and pricing from the staff at North of Seven Restaurant in Plevna. The MCD confirmed that the Clar-Mill Community Hall has been booked for April 25, 2025. The MCD confirmed that the MP and Township businesses have been emailed a “Save the Date” for this event. The sub-committee will be creating the invitations and requesting the MCD send to the MP and businesses as soon as the final details are provided by the caterer.

c) Business Profiles –Thiel, Huetl

Paul Thiel completed the February Business Profile featuring “Highland Vinyl Designs” and it will be included in the February 21, 2025 Council agenda. Councillor Roy Huetl will complete the March Business Profile.

d) National Tradesman Day Breakfast (Sept) – MCD

No update until August 2025.

e) SummerFest (July 19, 2025) – Bonello, Inglis, Vaillancourt

No update at this time.

f) WinterFest (February 22, 2025) – Bonello, Inglis, Watson

The EDTF reviewed the map of food/beverages, entertainment, warming stations, Safety & First Aid, Restrooms, Parking, etc - as well as the “North Frontenac’s Got Talent” contestant schedule for 2025 Winterfest to be held on Saturday February 22nd at the Clar-Mill Hall 11:00 a.m. – 4:00 p.m. The sub-committee will be meeting to firm up the location plan for all of the vendor kiosks/booths after this EDTF meeting.

g) Spring/Fall Foodilicious Event - Thiel, Regent, Kecso

The sub-committee working on the Spring/Fall Foodilicious initiative have met and would like to potentially have this event take place in the Fall of 2025. Danielle Kecso has put together an agenda/format to share at the next EDTF meeting, for consideration.

h) Mural Project - MCD

The EDTF will discuss locations for the next Mural Project at the March 17th EDTF meeting. The MCD will provide the EDTF members a map of the current mural locations so that equal placement can be considered throughout the township.

i) NF Commercial Signage – Regent, Kecso, Thiel

The North Frontenac Commercial signage working group met to discuss options for moving forward with this project prior to the sign by-law being implemented. Danielle Kecso will bring the final paperwork to the next EDTF meeting for review prior to making recommendations to Council.

j) Tradeshow – Bonello, Thiel

Cyndy Bonello and Paul Thiel reported that they are still in need of additional volunteers for the upcoming 2025 Quinte Sportsman Boat & RV Show on March 7-9, 2025. Brochures/advertising products have been received from some of the Businesses in the Township but they are hoping to get more to take to the Tradeshow for promotion. Councillor Roy Huetl requested that the MCD look into pricing for the Ottawa Boat &

Outdoor show for 2026 and bring the information back to a future EDTF meeting for discussion

- k) Identify barriers to housing development and potential solutions – Inglis, Regent, Kecso, Hartwig

Danielle Kecso will bring mapping showing Township owned property that could potentially be developed for housing to the next EDTF for further discussion prior to making recommendations to Council.

6. New Business

- a) K&P Trail - Discussion with Richard Allan, County of Frontenac

As requested at the last EDTF meeting, Richard Allen presented an overview of the K & P Trail to the EDTF. He advised that the County owns and operates 78 of the 90 km of the former Kingston and Pembroke railway bed that stretches from South Frontenac to the boundary with Lanark County and since 2009 has developed it into a multi-use recreational trail shared by pedestrians, equestrians, cyclists and motorized users on a year-round basis. The County plans to continue redevelopment of the former railway an additional 20 kilometres from Clarendon Station to the municipal border shared with Lanark County. The trail continues North to Calabogie and Renfrew from that boundary. Richard outlined the economic benefits that could emerge as the trail route continues to grow and gain popularity. Events/Promotion/Advertising benefits the businesses and communities along the trail as the visitors spend at restaurants, snack shops and purchase fuel, etc. along their way. The EDTF agreed that this is a significant asset and attraction for the Township and the County and thanked Richard for his presentation.

The EDTF would like to create a sub-committee and discuss ideas and opportunities to partner and promote the K&P trail at the next EDTF meeting, for Council's consideration. (Roy Huetl and Cyndy Bonello expressed interest in being members of this sub-committee).

[2025 K&P Trail Presentation NFTWP EcDev Task Force](#)

7. Adjournment

- a) Meeting adjourned at 10:21 a.m.

NOTE : The next meeting of the EDTF will take place on Monday, March 17, 2025 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 February 18, 2025 Notes of the Economic Development Task Force (EDTF).

Received by Council on March 14, 2025.



The Frontenac K&P Trail

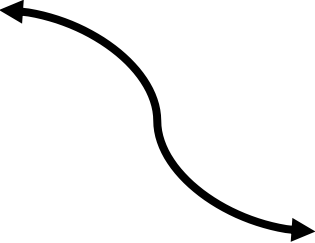


FRONTENAC

Building Trail (Economy)



Infrastructure



to



Economy

Current State

- 78 km operating from Orser Road to Clarendon Station
- 8 km recently constructed from Clarendon Station to the Mississippi
- Equal split between cycling, hiking, motorized as well as other uses such as horseback riding, cross-country skiing
- 63 km available for motorized use during the summer months
- All motorized users must have a permit or pass with an authorized partner .
- Estimated 197,110 visits to the trail in 2023





North Frontenac Rehabilitation

- Rehabilitated 8 kilometres of Trail in Central and North Frontenac with funding support from the Rural Economic Development Program.
- Additional financial support on this project came from Ottawa Valley ATV Club, Frontenac ATV Club, Kick & Push Brewery, Sharbot Lake Business Group, Clarendon Station Accommodation and 1 private donation



North Frontenac Rehabilitation



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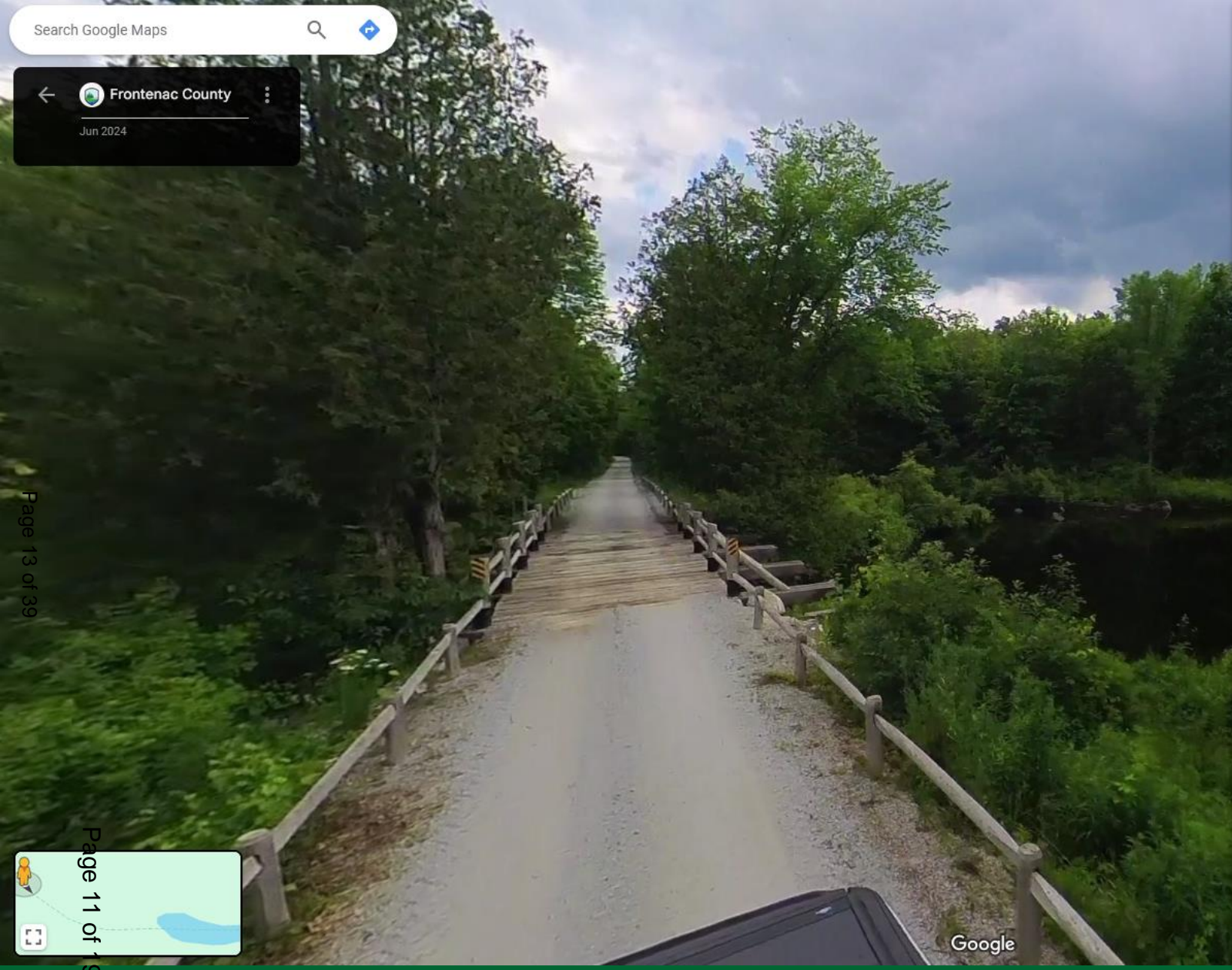


North Frontenac Rehabilitation



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Streetview

Frontenac County added the K&P Trail to Google Street View, enhancing accessibility and trip planning.

- This project resulted in 360 degree footage of the K&P trail.
- Supports visitors, especially those with mobility challenges.
- Planning to capture North Frontenac and any gaps in Summer 2025.



2024 Events

May 11: ATV Club Ride to Wheeler's

July 20: Back Road ATV Poker Run

July 21: Kick & Push Century Ride

September 15: ATV Club Ride to Calabogie

September 28: World Trails Conference Trail Journey



Trail Use Data

Physical Counts	2021	2022	2023
Total Counts:	158,911	170,801	144,384
Peak Day	(Sept 4) 1615	(Jan 22) 2148	(Feb 5) 2264
Daily Average Use	435	468	437
Mobile Data	2021	2022	2023
Total Visits	231,794	218,199	197,110
Unique Visitors	52,025	86,498	82,711
Number of Tourists (100 km)	11,705	11,729	15,632



Economic Impact

ATV & Side by Sides

- Average spend on a day trip in Ontario is \$249 per trip. ([Moto Canada, 2023](#)) and in 2020, 100% of respondents who primarily use ATV's on the K&P Trail reported spending money at local businesses.
- In 2023, approximately 3101 ATV's were counted on the K&P resulting in an estimated economic impact of \$381,702.



Cycling

- Average daily spend for a cyclist on a day trip in Ontario is \$26, with 55% of all cyclists reporting spending money at local businesses while on a cycling trip ([Ontario by Bike, 2023](#)).
- In 2023, approximately 8097 cyclists were counted on the trail, resulting in an estimated economic impact of \$87,447.



Eastern Ontario Rail Trail Loop

This partnership project is focused on establishing a new signature tourism experience in Eastern Ontario by capitalizing on recent capital trail investments resulting in a 360-kilometre off-road loop of rail trails.

Partners:

- Ontario's Highlands Tourism Organization
- County of Renfrew
- County of Lanark
- Town of Smiths Falls
- Township of Rideau Lakes
- Cataraqui Conservation

Assessment was completed in July of 2024 and steps have now begun to complete the recommendations required prior to marketing the product to an international audience.



Challenges & Opportunities

There are 75 kilometres of K&P Trail between Sharbot Lake and Calabogie with:

- Limited Food & Beverage
- Limited Accommodations
- Infrastructure Improvements needed

Potential for:

- Food Trucks (weekend traffic)
- Accommodations – Cabins, Backcountry Camping, Glamping, Campgrounds
- Outfitting – Gear rentals, Bike Rentals, Trip Support
- Shuttle Services (Moving cars, luggage, people)
- Events (Races, Festivals, Challenges)

Markets:

- Day Trips (Gravel Cycling)
- Bikepacking
- Distance Cycling



Planned Trail Economy Projects

- User Survey (2025)
- Trail Etiquette Initiative (2025-2026)
- Rail Trail Loop (2025-2026)
 - Trail Towns Engagements
 - Branding and Marketing Campaigns
 - Joint Management Plan
- Policies (2025)
 - Adjacent Land Uses
 - Acquisition of adjacent lands



Planned Capital Projects 2025-2029

- Rehabilitation of K&P Trail from Snow Road Station to County Boundary
- Snow Road Station Multi-Use Path
- Bridge repairs and replacements at:
 - » Hardwood Creek in Verona
 - » Fish Creek in Tichborne
 - » Black Creek in Mississippi Station
 - » Bolton Creek at Clarendon Station
 - » Cranberry Creek at Snow Road Station



Questions?



Economic Development Task Force

2025 Work Plan

Objectives

1. Increased number of business startups and expansions
2. Increased Tourism
3. Promotion of a range of housing options to provide affordable housing including Public-Private Partnerships (PPEs)

Initiatives

1. Increased number of business startups and expansions

- a. Welcome Package – Bonello
- b. Business Dinner & Forum (April) – Vaillancourt, Regent, Huetl
- c. Business Profiles –Thiel, Huetl
- d. National Tradesman Day Breakfast (Sept) – MCD

2. Increased Tourism

- a. SummerFest (July 19, 2025) – Bonello, Inglis, Vaillancourt
- b. WinterFest (February 22, 2025) – Bonello, Inglis, Watson
- c. Spring/Fall Foodilicious Event - Thiel, Regent, Kecso
- d. Mural Project - MCD
- e. NF Commercial Signage – Regent, Kecso, Thiel
- f. Tradeshow – Bonello, Thiel
- g. **ATV Trails (including K&P Trail) Opportunities and Promotion – Huetl, Bonello**

3. Promotion of a range of housing options to provide affordable housing including Public-Private Partnerships (PPEs)

- a. Identify barriers to housing development and potential solutions – Inglis, Regent, Kecso, Hartwig

FREE



NF Business

dinner & Forum

You and 1 guest are invited to come enjoy an evening of appreciation, guest speakers and a delicious roast beef meal

**Gluten & Dairy Free Options Available*

April 25, 2025 5:30 pm

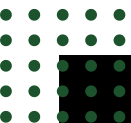
Clar Mill Community Hall - 6598 Buckshot Lake Road, Plevna

RSVP to Brooke Ross, Dipl.M.A, Manager of
Community Development by **April 9, 2025**

recreation@northfrontenac.ca

613-479-2231 ext. 233

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Foodilicious Event

Savour the Extraordinary



COMING JUNE 2025
to North Frontenac

Brain Storm Ideas

1. Because of the vast amount of distance between food locations within this community. We propose the event to last the entire month of June. **RECOMMEND:
1 MONTH EVENT STARTING IN JUNE 2025**
2. Each **FOODILICOUS** partner would be required to provide one or more discounted menu item during the event. Or maybe even a sample platter at a discounted price.
3. We can create a coupon book or calendar book or something that can be sent out to as many people as possible to promote the event.
4. Event details would be sent to local businesses to help promote.
5. We would use the North Frontenac Facebook page and calendar to help promote.



Tim's Food Truck
1234 Somewhere Drive, Plevna
June 1st from 9am to 8pm
Come taste what we have to offer at a discounted price.

How to promote

1. NF - Facebook page
2. NF - Events Calendar
3. Newspaper (Lots of options see flyer.)
4. Bon Echo Flyer - (Single Ad space is \$289)
5. Books/Flyers sent to local businesses?
6. <https://www.destinationontario.com/en-ca/contact-us> (This is Free - We just have to come up with the details and then submit it.)
7. <https://www.eventbrite.com/d/canada--cloyne/food-and-drink--festivals/>(Looks like this has a free options also)
8. Facebook Events (Free we just have to get the content ready)

UP NEXT

Do we have a budget for this event? \$300

Who send out the email inviting the businesses?

Who will create the 1 Page Flyer inviting the businesses.

Restaurant List (On North Frontenac Website)

Back 40 Artisan Cheese
1406 Gulley Rd
Mississippi Station, Ontario
Canada
K0H 2C0

Cloyne Shell & General Store w/ Mr. Sub
14265 Highway 41,
Cloyne, Ontario
Canada
K0H 1K0

Fernleigh Lodge
1796 B South Rd.
Cloyne, ON
Canada
K0H 1K0

Finnegan's General Store
14222 Hwy 41
Cloyne, Ontario
Canada
K0H 1K0

Glen Fowler Maple Syrup
1458 Austris Road
Plevna, Ontario
Canada
K0H 2M0

Hunter's Creek Golf Course
1198 Road 506
Cloyne, ON
Canada
K0H 1K0

Lancaster's Resort
1045 Lancaster Ln.
Cloyne, Ontario
Canada
K0H 1K0

Marble Lake Lodge
1005, Marble Lake Rd.
Cloyne, ON
Canada
K0H 1K0

Lakeside Inn, Restaurant and Bar
14276 Hwy 41
Cloyne, Ontario
Canada
K0H 1K0

Mazinaw Lakeside Resort
17370, Hwy. 41
Cloyne, ON
Canada
K0H 1K0

Mississippi Maple
4066 Elphim Maberly Road
Snow Road, Ontario
Canada
K0H 2M0

North of 7 Market and Restaurant
7325 Road 506
Plevna, Ontario
Canada
K0H 2M0

Shamrock Cafe
7414 Road 506
Plevna, Ontario
Canada
K0H 2M0

Other Possible Restaurant

- Red Barn Zone
 - 41 Fries
 - Spill the Beanz
 - Kaladar Station
 - Addison's
-

North Frontenac Murals					
	Location	Title	Artist	Medium	Notes
2017	Barrie Community Hall	"Birds of North Frontenac"	Linda Rush	Painting	
2017	Harlowe Community Hall	"Jasper Creek"	Katie Ohlke	Painting	
2017	Clar Mill Hall	"Four Seasons, More Reasons"	Cathy Owens	Painting	
2017	Ompah Community Hall	"Relax Amid Nature"	Marlene Leeson	Painting	
2017	Snow Road Community Hall	"A North Frontenac Experience"	Fred Fowler	Painting	
2018	Mississippi Bridge/Boat Launch	Untitled	Carrie White	Painting	
2019	Cloyne Ball Diamond	"Do Not Destroy"	Rebecca Clark	Painting	
2019	506 Waste Site	"By the Shore"	Christina Faiers	Painting	No longer on site
2019	Star Gazing Pad	"Gazing at the Heavens"	Linda Rush	Painting	
2019	Township Office	"Vibrant Horizon"	Kayla Newman	Painting	No longer on site
2019	Plevna Waste Site	"Visitors"	Ann Barlow	Painting	No longer on site
2019	PCCA Beach	"Waite's Beach"	Fred Fowler	Painting	
2019	Palmerston Lake Beach	"All is One"	Hannah Sabourin	Painting	No longer on site
2019	Ompah Rest Stop	"Windows on North Frontenac"	Richard Emery	Photography	
2019	Ward 3 Public Works Garage	"The Red Canoe"	Leane and Brian Bailey	Painting	No longer on site
2020	Marble Lake Beach	"Spirit of the Bear"	Jennifer L. Hunting & Owen Phillips	Painting	
2020	Plevna Library	"Beautiful North Frontenac"	Michelle Ross	Photography	
2020	Sand Lake Public Beach	"Country Life"	Shiloh Ibey-Riley	Painting	
2020	Ompah Waste Site	"Sunday Lake Sunset"	Leane and Brian Bailey	Painting	No longer on site
2020	Mississippi Waste Site	"As Above, So Below"	Hannah Sabourin	Painting	
2021	Barrie Community Hall	"All Creatures Great and Small"	Sonja Alcock	Painting	
2021	Clar Mill Hall – Playground	"Fun At The Lake"	Leane & Brian Bailey	Painting	
2022	Fernleigh School House	"Blazing Sunset Over Sand Lake"	Michelle Ross	Photography	
2022	Clar Mill Fire Hall Entrance	"Tornado Alley"	Dallas Evans	Painting	
2022	Malcolm Lake Boat Launch	"Moon Glow"	Penny Hawley	Painting	
2022	Crotch Lake Access Road Boat Launch	"Chris' Moose"	Diane Hering	Painting	No longer on site
2022	Ompah Waste Site	"Moose Creek Crossing"	Brian and Leane Bailey	Painting	
2023	Township Office	"The Joys of Winter"	Sonja Alcock	Painting	
2023	Palmerston Lake Boat Launch	End of Day On The Lake	Roxane Bay	Painting	
2023	506 Waste Site	Hay Day	Michelle Ross	Photography	
2023	Ward 3 Public Works Garage	Cottage View	Brian and Leane Bailey	Painting	
2023	Crotch Lake Access Road Boat Launch	Relax and Spend Some Time	Anne Garrett	Painting	
2024	Sunday Lake Boat Launch	"Look Mama"	Brian and Leane Bailey	Painting	
2024	Mississippi Boat Launch (River Rd)	Afternoon Delight	Anne Garrett	Painting	
2024	South Bush Road	The Canadian Mississippi	Penny Hawley	Painting	
2024	Shabomeka Lake Boat Launch	Aurora Borealis Dancing Above NF	Michelle Ross	Photography	
2024	Buckshot Lake Boat Launch	Frontenac Trilliums	Roxane Bay	Painting	

Locations Available (Examples only)

Plevna Waste Site
 Cemeteries
 Browns Bay Boat Launch
 Snow Road Fire Hall
 Mississagagon Lake Boat Launch
 Schooner Lake Boat Launch
 Mair Lake Boat Launch

UPDATE: March 2025

The Sub-committee would like approval to move forward with fixing/replacing/ updating the 3 existing Information Kiosks. Some upfront funds will be needed for Stain and Materials.

- **Clair-Mill Hall**
 - TO DO LIST: Remove current flyer holders on both sides and replace signage from local businesses.
 - **Star Gazing Pad**
 - TO DO LIST: Complete re-design
 - **Ompah Rest Stop**
 - TO DO LIST: Complete re-design
-
- We Recommend the advertising package be created by the new summer student and confirmed with the Sub-committee and EDTF

North Frontenac Commercial Signage

Covering

Gateway Signs
Directions Signs
Tac Signs
&
Information Kiosks

Paul Thiel
Stephanie Regent
Danielle Thornton-Kecso

Assisted by Darwyn Sproule

October 11, 2024

Introduction

***** This is a self funded Project *****

Through our talks together we believe there are a few areas with in our township that would benefit from information kiosks. Information within this community seems to be very scattered, unreliable, under utilized and in many cases “ugly”. Through this task force our goal is to organize, manage, utilize and beautify, along with offer inexpensive options for locals to advertise and post their businesses and events. Focussing on the fact that when many travellers enter our community they lose contact with the outside world (no cell signal). These information kiosks/sign bulletin boards should be place in key location throughout the community, they should be standardized to promote beauty and uniformity. The same way road direction signs direct travellers to service these information kiosks will help both locals and visitors find all that North Frontenac has to offer.

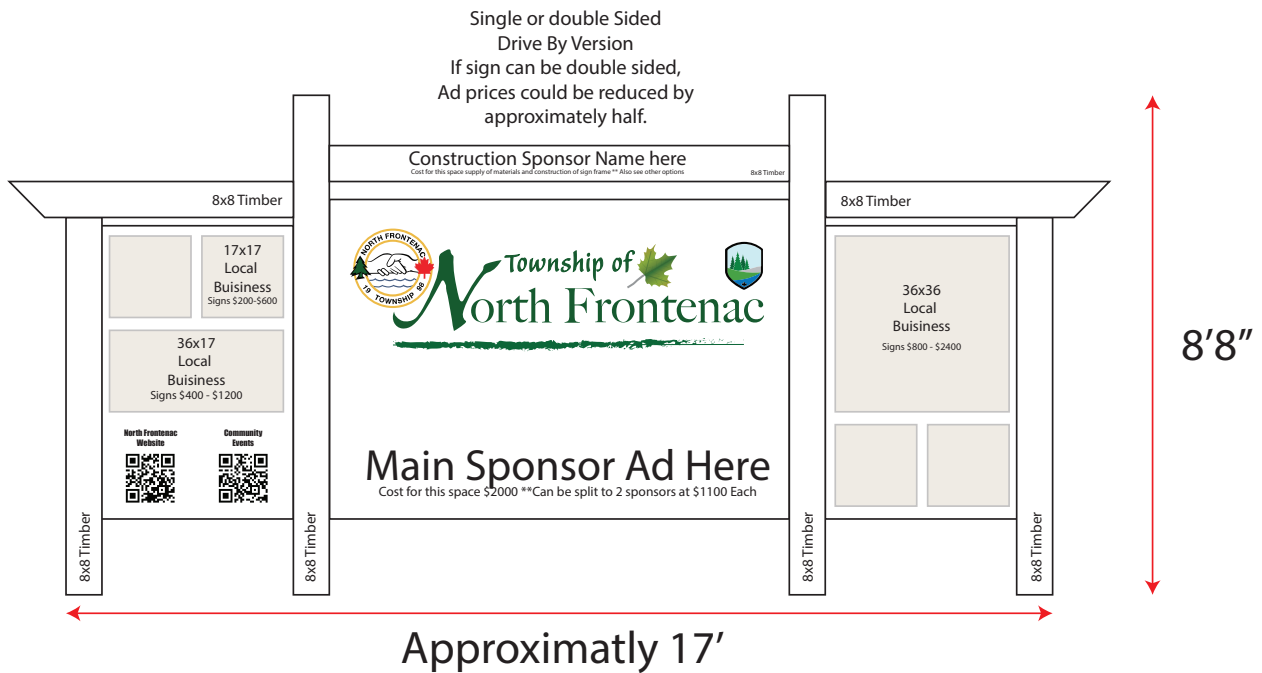
Information Sign Boards

Remove, Redesign and UPGRADE

We propose that we remove the current information kiosks, redesign and replace with sign board that can be created and installed in many different road side location, including the current locations.

All though some may argue that these areas are two different projects, we believe that brining a note of similarity and uniformity to the community will help to remove some of the current “ugliness” and create a community that shows it can work together to offer visually appealing yet easily access information for both locals and visitors alike.

These information sign boards would offer, site specific information including



township name, maps, tourist information, historical points of interest, on the upper or central locations. As well as an area for weatherproof signage that can be offered at a low cost to local businesses. Removing the need for square signs nailed to trees all over the township. These Information Sign boards would cost somewhere between \$5,000 and \$10,000 each depending on final size and foundation requirements per location. *(To be offset 100% by community sponsors, See sponsorship options below.)* Maintenance would be limited to checking to make sure each of the signs are holding up to the weather each year and re-staining or replacing as needed. *(Maintenance and replacement plan to be covered by yearly fees, see Maintenance Plan below.)*

We also propose that as a less expensive options the township offer directional signage like provided in Lanark County (See Supporting Documents) These would

be designed to match the information sign boards and priced similar to Lanark Counties pricing.

Maintenance Plan

A refinishing schedule should also be put in place to make sure the information sign board stays looking their best. Most exterior stains need to be refinished a year after install then every 3 to 5 years depending on location, sun and weather. We would recommend this is planed for every second year and deferred to the next year and so on, if they still look good. A small yearly fee will be charged to each sponsor (see price below) We recommend this money be held in a special account to cover the costs of refinishing and replacing signs as needed. We also recommend that space holder signs be created so that in the event a business goes out of business the sign board is not empty in one spot or inaccurate until the space is filled by a community sponsor. We propose this be handled by Public Works. Original installation will also be done by Public works.

Paperwork

The Commercial Signage Task force, a subcommittee of the EDTF will continue to work on this document to fine tune and perfect the individual site designs, budget and sales package. Helping in any way possible to get this out to the businesses with the support of Public Works and Staff.

Sponsorship Packages

Main Sponsor

Main Sponsor - This package would be for 1 sign board. Suggested Price \$2000 for a single side. *** *This price will be adjusted based on final price sign board. A small yearly fee of \$125 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to cover two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to business that are still in operation.*

Construction Sponsor

Construction Sponsor - This package would be for 1 sign board. The construction sponsor would be responsible for constructing the wood portions of the sign board at the sponsors expense. A detailed set of plans will be provided to the sponsor, including but not limited to exact timber sizes, wood types and stain colour. The construction sponsor would be designated a spot a semi-permanent* spot on the wood portion of the sign for there company name. (**The sponsor will only lose this spot if/when the entire sign needs to be replaced. There will be no yearly fee for this sponsor*)

Local Sponsors

Local Sponsor (Single Spot) - Approximate size 17"x17" - Price range \$200 to \$600. *** *This price will be adjusted based on final price sign board. A small yearly fee of \$25 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to provide two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to businesses that are still in operation.*

Local Sponsor (Double Spot) - Approximate size 36"x17" or 17"x36" - Price range \$400 to \$1200. *** *This price will be adjusted based on final price of sign board. A small yearly fee of \$50 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to provide two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to businesses that are still in operation.*

Local Sponsor (Quadruple Spot) - Approximate size 36"x36" - Price range \$800 to \$2400. ***
This price will be adjusted based on final price of sign board. A small yearly fee of \$100 will be collect from each sponsor and held in a maintenance account to cover repairs, maintenance and replacement. Yearly fee to provide two important tasks, one - cover the costs associate with the sign board and two - confirm the business still exists and if not opening up the space to businesses that are still in operation.

Potential Locations

We propose that we start with Hwy 41 and 506 locations. Once all sponsorship spots are sold we choose the next priority location and start sales of those ones. (See possible future locations list below.)

- Hwy 41 and 506 - Start up Sign. Darwyn Sproule has informed us that:
"I reviewed our records for Rd 506 and the right of way width at Hwy 41. The total width is 150 feet with 75 feet both sides of centreline. This is identified on road plans provided by MTO and we have the survey for the property on the north side of 506 at the intersection, and it reflects this same limit. Likely need to measure this width on site to get a sense if this will accommodate the new entrance / gateway signage. I think it will and it could also include a good widened shoulder or lane to accommodate some short term parking if there were maps or something to look at."
He recommends the sign be on the right hand side of the road as you enter the township.

Possible Future Locations:

- Clair-Mill Hall, Star Gazing Pad , Ompah Rest Stop information kiosk - Current Information kiosks to be replaced as soon as possible.
- Cloyne Pioneer Museum
- Hwy 41 and Harlow Rd
- Hwy 41 and Skootamatta Lake Road
- Hwy 41 and Head Rd,
- South Lavant & Wilbur Rd
- Elphin-Maberly Rd, North/East End
- 509 Entrance
- Ardoch Rd, South Entrance
- Henderson Rd, South End
- Buckshot Lake Rd North End

Directional signage location to be added as needed.

Documentation

This document to be used in conjunction with the new Commercial Signage By-law and the Fee By-law. Document to be updated with final construction details, colour schedules and maintenance schedule.

Supporting Documents

Similar Signage in Lanark County

Tac and Commercial Signs in the Township Right Of Way

With the proposed new sign by-law, the Public Works Department looked into how other municipalities manage the amount of signs posted in right of way.

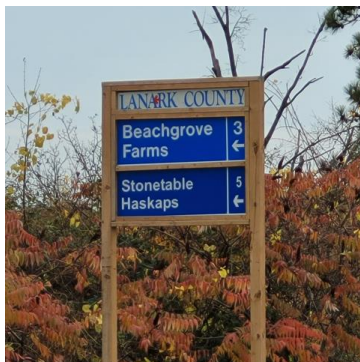
We found that Lanark County seemed to have the most straight forward policy on limiting the amount of business signs and to reduce clutter along the road way. Their Public Works Department supplies, puts up and maintains the signs on the County road allowance. The applicant/business owner will apply for this sign with an application fee, there is a fee for the sign dependence on what size and if the sign is single or double sided. There is also an annual maintenance fee.

Signs are restricted to how much information is on them and they are used for directional information to the business as opposed to advertisement for the business.

Lanark County offers four types of signs with according fees for each type of sign. They also have an application fee and annual maintenance fee for each sign. They are as follows:

Application	\$25
Annual Maintenance	\$30/sign
Type A – One or Two lines of text, single sided sign (48 x 16")	\$372
Type B – One or Two lines of text, double sided sign (48 x 16")	\$384
Type C – Three lines of text, single sided sign (48 x 24")	\$382
Type D – Three lines of text, double sided sign (48 x 24")	\$422

Examples of Lanark County Signs:



2025 Quinte Sportsman Show

Update

This was a great opportunity to showcase our Township and inform the public Who we are, Where we are, What we have to offer. There were some who did not know us and our booklet will give them some idea of what there is to Explore. We had our own residents, past and present, stop by to chat and met two new residents, one who moved to the area one back in January and the other moving in in April. They both expressed how handy the “Explore” booklet will be as a quick reference and will definitely use the website if more information was needed. I also had one resident who had a negative attitude but there will always be those.

Having Gary Colwell, our astronomy guru, was there talking and showing pictures from the Star Gazing Park was an asset. He brought his portable telescope with him and Saturday morning gave a demonstration outside to about 20 -25 people by showing them the sun. He had a few amateur astronomers so interested in what this telescope could do, especially with its low cost, were going to look into buying one. Councillor Roy Huetl joined us on Saturday providing his knowledge on the township and commented on how interesting and busy it was that day, so much so he didn't want to leave but had other commitments that afternoon. Betty Hunter came with Gary Sunday afternoon and helped in providing information as she did at the 2024 show.

There were a lot of people who had been camping at our Parklands sites, some returning again this year, stop by to say how they enjoyed the area and others who showed a great interest in coming in the future. They were informed on how fast the campsites got booked and advised them that the booking process began in November and there could still be some still available but also keep checking in case of any cancelations.

If we intend to do more shows, I have some ideas that could be worked on:

- The booth size, 10'x10', is good but I feel it should be inside an arena amongst like minded exhibitors and not located in a transitional aisleway between two larger venues.
- Be sure there are enough of the Townships information booklets at hand. We had 50 this year which wasn't enough as 30 were passed out the first day with only 20 left for the remaining two days and came back with one which would have been gone if someone had asked if they could have it. Depending on the shows location I think 25 – 30 copies per day would be enough.
- We need to help the Astronomy Club to better advertise where the Star Gazing Park is located. Most of who we spoke to 98% thought we were the Dark Sky site on Hwy 41 in Addington Highlands unless they had been to ours.
- We had a slideshow this year which will need to be updated for the next show. Thanks to Cyndy Bonello for that and for our Township QR code which was used frequently.
- We could use more township business involvement, swag, business cards, etc.
- More volunteers to man the booth.

In my working career I setup and worked in tradeshow booths mostly in the Industrial/ Manufacturing shows and had done some in Volunteer recruitment as well. I enjoyed myself and I think I can speak for the others too that these shows will improve our Townships standing and bring more opportunities its ways. Thanks for letting me be a part of it.
Paul Thiel