



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.

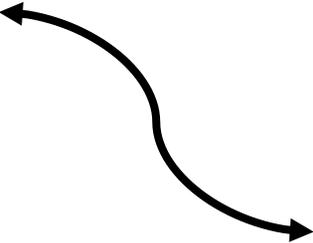


The Frontenac K&P Trail

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



North Frontenac Rehabilitation





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?