



Economic Development Task Force Minutes

9:00 AM - Tuesday, April 22, 2025

Council Chambers

- Present:** Deputy Mayor John Inglis (Meeting Chaired by Deputy Mayor John Inglis, as Councillor Stephanie Regent absent); Councillor Roy Huettl; Cyndy Bonello; Paul Thiel and Dan Vaillancourt;
- Absent with Regret:** Councillor Stephanie Regent (Chair); Danielle Kecso; and Brandon Hartwig
- Also Present:** Brooke Ross, Dipl.M.A., Manager of Community Development (MCD); Mayor Gerry Lichty and Lori Newman (Secretary)

1. Call to Order

2. Traditional Land Acknowledgement

3. Disclosure of Pecuniary Interest and General Nature Thereof

4. Economic Development Task Force Notes

- a) Notes of the March 17, 2025 EDTF Meeting as approved via email and were received for information at the April 4, 2025 Regular Meeting of Council.

5. Business Arising

- a) Work Plan Review and Discussion

Mayor Gerry Lichty was invited to attend the EDTF meeting to discuss the 2025 Work Plan that was submitted to Council for consideration at the April 4, 2025 Council Meeting. Council passed Resolution #121-25 requesting that the EDTF reconsider the 2025 Work Plan.

The Mayor suggested that the EDTF consider focusing on advertising and utilizing the new Economic Development Student position that is starting May 5, 2025 for some projects. He also recommended focusing on Tradeshows for promotion of North Frontenac by partnering with Township Resort owners to reduce costs for each. He also would like to encourage more outreach and assistance from the Frontenac County Economic Development Department and looking at the Townships Community Improvement Plan again.

The EDTF discussed the Mayor's comments regarding the EDTF Work Plan and agreed

to make a few adjustments. The EDTF will re-submit the updated 2025 Work Plan to Council for consideration at the May 15, 2025 Council meeting. Attached is the updated version for Council's consideration.

[2025 EDTF Work Plan - updated April 22, 2025](#)

b) Welcome Package – Bonello

No updates at this time.

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

Roy Huetl reported that approximately 50 guests have been confirmed for the Business Dinner & Forum taking place at the Clar-Mill Community Hall on April 25, 2025 at 5:30 p.m. and that all of the caterers, servers and speakers are confirmed.

d) Business Profiles –Thiel, Huetl

Paul Thiel and Roy Huetl informed the EDTF that they are awaiting confirmation of dates and times for their next meetings with Business Owners in order to complete the Business Profiles for the next few months.

e) National Tradesman Day Breakfast (Sept) – MCD

Update to be provided in August 2025.

f) SummerFest (July 19, 2025) – Bonello, Inglis, Vaillancourt, Kecso

Cyndy Bonello reported that the sub-committee has met and are actively working on the SummerFest program. They are working on booking the entertainment and have sent 42 emails regarding potential vendor booths and have received responses back from 11 interested parties so far. Everything is progressing well and they are expecting to use the full \$10,000 budgeted to make this event as successful as possible.

g) WinterFest – Bonello, Inglis

The WinterFest sub-committee provided a document to the EDTF about what went well, what didn't go well and what they can improve on next time. The WinterFest sub-committee reported that the 2025 WinterFest had approximately 286 people in attendance. The event was considered a success and very well received and will again be proposed to Council for consideration in 2026.

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

The EDTF decided to add this initiative to the EDTF "Parking Lot" for future consideration and proposing to Council to remove this from the current Workplan.

i) Mural Project - MCD

The MCD provided the EDTF with comments (from the Township's Social Media)

regarding the \$100.00 which is given to each Artist to assist with the cost of materials to create a mural for the annual Mural Project. The comments were in regard to the amount of \$100.00 being too low. The EDTF discussed and agreed that no action will come out of these comments as they do not take into consideration the advertising costs, the cost of the 96" x 48" MDO plywood which is provided to each artist, the lumber and hardware required to mount the murals, transportation costs to drop off, pick up and install the murals to each public space throughout township, etc. The EDTF has sponsored approximately 5 murals each year since it's inception in 2017 (37 murals to date) and would like to continue this voluntary initiative as it was intended to beautify the township, showcase/feature local artists and provide a unique attraction for residents and visitors alike. The MCD confirmed that the 2025 Art Mural Project advertisements are posted on the Township Website, Social Media accounts and the Frontenac News and any interested applicants may respond with their application by May 1, 2025.

j) NF Commercial Signage – Regent, Kecso, Thiel

Paul Thiel reported that he was able to visit 2 of the 3 existing information kiosks that are located at the Star Gazing Pad & the Ompah Rest Stop in order to assess the condition prior to fixing/updating the kiosks. He relayed that they are in good condition and would require very minor modifications to update them for subsequent use. He determined that after the existing cork board and plastic brochure grids are removed, the board behind is 48" x 48" and provided 3 design options of signage sizes for the space to consider/discuss at a future EDTF meeting when more members are present.

The EDTF decided to add this initiative to the EDTF "Parking Lot" for future consideration and propose removing this initiative from the current Work Plan.

k) Tradeshow – Bonello, Thiel

The MCD provided a document re: pricing for the Ottawa & Toronto Outdoor shows for 2026. The EDTF agreed that they would like to recommend to Council to attend three Tradeshows in 2026 as it is a great opportunity to highlight and promote some of the Township's assets: North Frontenac, North Frontenac Parklands and North Frontenac Astronomy Park. The EDTF will also consider partnering with interested Township Resort owners in order to lower the costs for each Tradeshow. The EDTF members will continue to discuss this at future EDTF meetings and will bring forth a future recommendation to Council to have this considered in the 2026 Budget.

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

The EDTF decided to add this initiative to the EDTF "Parking Lot" for future discussion and proposing to Council to remove this from the current Work Plan at this time.

6. New Business

a) EDTF Recruitment - resignation of Tammy Watson, member

The EDTF received the resignation of Tammy Watson and would like to thank Tammy for her contributions and input and wish her well in her future endeavours.

The EDTF discussed the possibility of a replacement member; however, decided to continue with the current 8 members for the duration of the current Council term (2022 – 2026).

- b) Information - Teeny Tiny Summit 2025 County of Prince Edward
<https://www.thecounty.ca/teeny-tiny-summit-2025/>

The MCD provided for information purposes. The County of Prince Edward is hosting an upcoming Teeny Tiny Summit on Thursday May 1, 2025 at the Crystal Palace in Picton. The theme for this year's summit is "Engage and Energize - Empowering Teeny Tiny Places.

- c) Information - Frontenac County Tourism
Video <https://www.youtube.com/watch?v=o6JEthkrWXk&t=1s>

The MCD provided for information purposes. The County of Frontenac released this video showcasing what Frontenac has to offer within a tourism perspective. The Township will share this video as much as possible to attract more visitors to North Frontenac.

- d) 2025 Meeting Dates

The EDTF discussed the 2025 EDTF meeting dates as an EDTF member had requested moving the meetings to evening meetings.

The EDTF decided to keep the meeting dates and times as they are, since they do work for the majority of the EDTF members.

Note: On Friday April 25th Councillor Regent (Chair) who was not able to attend the meeting requested discussing this again as she was absent from the meeting. This topic will be added to the next Agenda for further discussion.

7. Adjournment

- a) Meeting adjourned at 10:36 a.m.

NOTE : The next meeting of the EDTF will take place on Tuesday, May 20, 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 April 22, 2025 Notes of the Economic Development Task Force (EDTF);

And That Council approves the updated 2025 EDTF Workplan.

Received by Council on May 15, 2025.

Councillor Stephanie Regent, Chair
Township of North Frontenac EDTF



Economic Development Task Force

2025 Work Plan (Modified Resolution #121-25)

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
- e. Improvement of Township Community Improvement Plan – Inglis, Huetl, MCD
- f. Bi-annual/Quarterly Business Owners Workshop Meetings – Bonello, Vaillancourt

2. Increased Tourism

- a. Attend Three (3) Tradeshows per year – Bonello, Thiel
- b. SummerFest (July 19, 2025) – Bonello, Inglis, Vaillancourt
- c. WinterFest (February 22, 2025) – Bonello, Inglis, Watson
- d. Spring/Fall Foodilicious Event – Thiel, Regent, Kecso
- e. Mural Project - MCD
- f. NF Commercial Signage – Regent, Kecso, Thiel
- g. ATV Trails (including K&P Trail) Opportunities and Promotion – Huetl, Bonello
- h. Strengthen relationship with Frontenac County Economic Development Team – County Representatives
- i. Advertising Initiatives to improve visitors coming to North Frontenac

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