

Housing Advisory Task Force Agenda

9:00 AM - Wednesday, August 12, 2026

Council Chambers

[Zoom Link](#)

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. Housing Advisory Task Force Notes

- a) Notes of the July 8, 2026 HATF Meeting as approved via email and were received for information at the August 13, 2026 Regular Meeting of Council.

5. Business Arising

- a) Concept - North Frontenac Housing EXPO 2 - 4
[Housing EXPO Mockup](#)
- b) Draft Proposal - Resident Attraction & Community Growth Strategy 5 - 14
[Draft Proposal for HATF - Resident Attraction](#)

6. New Business

7. Adjournment

- a) Meeting adjourned at _____ a.m.

Concept Proposal: The Township of North Frontenac Housing EXPO

Prepared for the Housing Advisory Task Force

July 8, 2026

Overview:

To support the HATF's goal of increasing housing supply and awareness, this proposal outlines a one-day "Housing EXPO" designed to connect residents, builders, suppliers, and municipal staff in a practical, accessible setting. The event will showcase a range of attainable housing solutions, from tiny homes and modular builds to traditional construction, while helping residents better understand the full building process including costs, timelines, and regulatory requirements. By bringing together key players in one place, the EXPO aims to reduce common barriers to housing development such as lack of information, limited industry connections and uncertainty around approvals. Beyond education, the event is intended to foster relationships between the Township, local industry and the community, creating a more collaborative and informed environment for future housing development in North Frontenac.

Event Snapshot:

Timing: Mid-to-late August (Saturday preferred)

Location: Clar Mill Hall, rink and the adjacent outdoor space

Duration: 10am-4pm

Admission: Free to the public (or \$5 entrance fee)

Objectives:

The main objectives of this event are to promote diverse and attainable housing options, to support local builders, contractors and suppliers, educate residents on building processes, costs and regulations, encourage collaboration between the Township and housing stakeholders, and to position the Township as proactive and solutions oriented.

Event Layout & Experience:

1. Clar Mill Hall – "Planning & Education Section"
 - a. Township Planning & Building department booths
 - b. Electricity dependent booths (i.e. financial institutions, consultants)
 - c. Information sessions (hourly) (?)
 - i. "How to get a Building Permit"
 - ii. "Zoning 101: What can you build?"
 - iii. "Funding & Financing Options"
 - d. Mortgage brokers, financial advisors and housing organizations
2. Rink – "Builder Showcase"
 - a. Local builders, general contractors
 - b. Tiny home and modular housing companies
 - c. Siding, roofing, insulation and eavestrough providers

- d. Heating and energy-efficient building solutions
- 3. Outdoor area – “Demonstration & Community Zone” (if feasible)
 - a. Equipment demonstrations (excavation, site preparation)
 - b. Prefab or tiny home displays
 - c. Food vendors and informal seating

Potential Exhibitors/Invitees

- Tiny home and modular housing companies
- Local builders and contractors
- Excavation and site preparation companies
- Siding, roofing and eavestrough providers
- Hardware stores (i.e. Home Hardware)
- Heating and energy providers (wood stoves, HVAC, heat pumps, etc.)
- Financial institutions (mortgages, construction loans)
- Real estate professionals
- Planning consultants and designers
- Township Planning and Building staff

Programming Highlights

- Expert panel: “The Future of Housing in North Frontenac” (if feasible or applicable)
- “Ask a Planner/Inspector” Q&A booth
- Workshops on budgeting, timelines and hiring contractors (if feasible or applicable)
- Local success stories from homeowners and builders (if feasible or applicable)

Marketing Strategy

Target Audience: Homeowners, first-time buyers, builders, trades, and investors

Channels: Township website and social media; local newspaper; posters in community hubs and local businesses; direct outreach to builders and suppliers; partnerships with local retailers and industry groups.

Branding Concept: *“Build Your Future Here: North Frontenac Housing EXPO”*

Cost Estimations:

- Venue setup: \$500
- Marketing & Promotion: \$500
- Speaker honorariums (optional): \$0-\$1,000
- Total estimate: \$1,000 - \$2,000

Revenue & Partnerships:

- Optional booth fees (\$20-\$75 per exhibitor)
- Sponsorship opportunities (local businesses, financial institutions)

- In-kind contributions (equipment, advertising, materials)
- Entrance Fees

Why this works:

This works because it is cost conscious, as it uses existing facilities and minimizes infrastructure needs; accessible as it is free, local and family friendly; practical as it provides clear, actionable information for residents; economic as it supports local trades and businesses; and is scalable as it can grow into an annual signature event.

Next Steps (if HATF wants to proceed with recommending to Council):

- Confirm date and facility availability
- Develop exhibitor outreach list
- Secure initial sponsors and partners
- Launch marketing campaign (ideally 8-10 weeks prior)
- Finalize event layout and programming

Closing:

This Housing EXPO positions North Frontenac not only as a regulator, but as a facilitator of housing solutions. By creating a space where residents, builders and industry professionals can connect directly, the Township demonstrates leadership in addressing housing challenges in a practical and community focused way.

The event is intentionally designed to be cost-conscious, scalable and locally grounded; making it a strong candidate for an annual initiative that evolves over time. As interest grows, the EXPO could expand to include additional partners, demonstrations and regional participation, further strengthening its impact.

Ultimately, this initiative is about more than a single event; it is an opportunity to build momentum, increase confidence in the developmental process and support a shared commitment to making housing more attainable in North Frontenac.

-Alyssa Borger, Community/Economic Development Student

Draft Proposal for HATF Discussion – August 12, 2026

Resident Attraction & Community Growth Strategy.

Many rural communities are competing for people who can work remotely, retirees, young families seeking affordability, entrepreneurs, tourism operators, and skilled trades.

Phase 1 – Understand Where You Are

Start with a comprehensive baseline.

Demographics

Analyze:

- Population trends
- Age distribution
- Household income
- Migration patterns
- Housing types
- Employment
- Education
- Commuting patterns

Questions to answer:

- Are young families leaving?
- Are retirees moving in?
- Are seasonal residents becoming permanent?
- What age groups are missing?

Housing Study

Determine:

- Available housing inventory
- Rental vacancy
- Housing affordability

- Development opportunities
- Servicing capacity
- Barriers to construction

Without housing, attracting people becomes extremely difficult.

Labour Force

Study:

- Local employers
 - Skilled trades shortages
 - Remote workers
 - Entrepreneurship
 - Home-based businesses
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Existing Assets

Inventory everything that makes North Frontenac unique.

Examples:

Natural Assets

- Hundreds of lakes
- Crown land
- ATV/Snowmobile trails
- Dark Sky Preserve
- Fishing
- Hunting
- Hiking

Community Assets

- Recreation facilities
- Community halls

- Library
- School
- Volunteer organizations

Economic Assets

- Tourism businesses
- Forestry
- Construction sector
- Cottage industry
- Artisans

Infrastructure

- Broadband
- Roads
- Cell service
- Water access

Phase 2 – Ask the Community

Conduct engagement with:

Residents

Ask:

- Why do you live here?
- What would make you stay?
- What would make your children stay?

Businesses

Ask:

- What prevents growth?
- Labour issues?
- Housing issues?
- Internet?

- Regulations?

Young Adults

Ask:

- Why did you leave?
- What would bring you back?

Seasonal Residents

This is a huge opportunity.

Ask:

- Would you ever live here full-time?
- What services are missing?

Potential New Residents

Survey people living in:

- Ottawa
- Kingston
- Belleville
- GTA

Ask:

"What would convince you to move to North Frontenac?"

Phase 3 – Market Analysis

Study competing municipalities.

Compare against places like:

- Addington Highlands
- Central Frontenac
- Bancroft
- South Frontenac

Evaluate:

- Taxes

- Housing
- Amenities
- Recreation
- Internet
- Marketing
- Population growth

Find your competitive advantage.

Phase 4 – SWOT Analysis

Strengths

- Affordable land
- Incredible recreation
- Crown land
- Dark Sky Preserve
- Safe communities
- Strong volunteer culture

Weaknesses

- Distance to hospitals
- Limited housing
- Workforce shortages
- Seasonal economy
- Childcare

Opportunities

- Remote workers
- Outdoor recreation
- Eco-tourism
- Tiny homes

- Retirement living
- Agritourism
- Entrepreneurs

Threats

- Aging population
 - School closures
 - Rising construction costs
 - Climate impacts
 - Loss of local services
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Phase 5 – Growth Opportunities

Rather than simply saying "grow population," identify specific target markets.

Remote Workers

Market North Frontenac as:

"Your office can overlook a lake."

Needs:

- Fast internet
 - Co-working space
 - Marketing campaign
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Young Families

Needs:

- Childcare
 - Affordable housing
 - Recreation
 - Schools
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Retirees

Needs:

- Health services
 - Accessible housing
 - Community programming
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Tourism Entrepreneurs

Encourage:

- Resorts
 - Glamping
 - Outfitters
 - Adventure tourism
 - Food experiences
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Home-Based Businesses

Support:

- Grants
 - Business coaching
 - Shared marketing
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Phase 6 – Data-Driven Recommendations

Instead of generic recommendations, assign measurable goals.

Example:

Housing

Goal:

Create 150 new housing units over 10 years.

Actions:

- CIP incentives
 - Development charge review
 - Secondary suites
 - Tiny home policy
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Population

Goal:

Increase permanent population by 12%.

Actions:

- Resident attraction campaign
 - Relocation guide
 - Digital marketing
 - Realtor partnerships
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Business

Goal:

Create 75 new jobs.

Actions:

- Business retention visits
 - Investment package
 - Business concierge
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Tourism

Goal:

Increase visitor spending by 20%.

Actions:

- Signature festivals
- Four-season tourism

- Trail development
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Phase 7 – Branding

One thing many municipalities overlook is branding.

Answer:

Why North Frontenac?

Develop messaging around themes like:

- Four Seasons. More Reasons.
- Live where others vacation.
- Canada's outdoor office.
- Adventure starts at your doorstep.

Everything should reinforce that story.

Phase 8 – Action Plan

Create a practical implementation plan with priorities, timelines, costs, and measures of success.

Scope

The scope could include:

- Population and demographic analysis
- Housing and land inventory
- Labour force and employment analysis
- Business retention and expansion interviews
- Community and stakeholder engagement
- Tourism and recreation opportunities
- Resident attraction strategy
- Investment attraction strategy

- Place branding and marketing recommendations
- Five- and ten-year implementation plans with measurable performance indicators

Budget

\$30,000 - \$60,000 – a closer range could be obtained prior to potential recommendations to Council for budget considerations.