

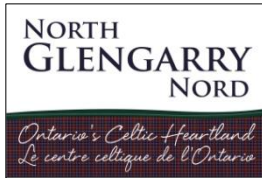
Community Development Committee

AGENDA

Wednesday, August 28, 2019 at 3:00 pm
Sandfield Centre, 102 Derby St West, Alexandria

- 1) **CALL TO ORDER**
- 2) **DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**
- 3) **ADDITIONS, DELETIONS OR AMENDMENTS**
- 4) **ADOPTION OF THE AGENDA**
- 5) **ADOPTION OF PREVIOUS MINUTES**
 - a. Minutes for the June 26, 2019
- 6) **BUSINESS ARISING FROM THE MINUTES**
- 7) **DELEGATIONS**
- 8) **AGENDA ITEMS**
 - a. Marketing Plan Working Group – Verbal Update + email David Filion
 - b. Educational Reform / School Boundary Working Group – Verbal Update
 - c. Information on amending the electoral districts to have North Glengarry in the same territory as South Glengarry and Cornwall (Document attached)
 - d. Population and Maintenance of Community Assets Listing (Document attached)
- 9) **PENDING BUSINESS**
- 10) **CORRESPONDENCE/INFORMATION ITEMS**
 - a. Key Information Report – Economic Development Update (Document Attached)
 - b. Email from Nick Seguin – SDG Tourism
- 11) **NEXT MEETING** – September 25, 2019 – Sandfield Centre at Island Park
- 12) **ADJOURNMENT**

This page was left purposefully blank



Community Development Committee

5a

MINUTES

Wednesday, June 26, 2019 at 3:00 pm
Sandfield Centre, 102 Derby St West, Alexandria

PRESENT: Carma Williams, Chair
Jeff Manley, Councillor
David Fillion, Community Representative
Dean MacGillivray, Community Representative
Brenda Noble, Councillor
Rory Levert, Community Representative
Michael Madden, Community Representative
Anne Leduc, Director – Community Services / Recording Secretary

REGRETS: Gina Dragone, Community Representative
Sarah Huskinson, CAO

1) CALL TO ORDER

The meeting was called to order at 3:04 pm

2) DECLARATIONS OF PECUNIARY INTEREST

There were no declarations of pecuniary interest by the members present.

3) ADDITIONS, DELETIONS OR AMENDMENTS

None

4) ADOPTION OF THE AGENDA AS MODIFIED

Moved by: Jeff Manley

Seconded by: David Fillion

THAT the agenda for the Community Development Committee for June 26, 2019 be adopted as presented.

Carried.

5) ADOPTION OF THE PREVIOUS MINUTES

Moved by: Jeff Manley

Seconded by: Dean MacGillivray

THAT the minutes of the May 28, 2019 Community Development Committee meeting be accepted as presented.

Carried.

6) BUSINESS ARISING FROM THE MINUTES

There was no new business arising from the minutes.

7) DELEGATIONS

None

8) AGENDA ITEMS

a. Marketing Plan Working Group

Ms. Brenda Noble shared information on marketing items and influencers that could be used to promote North Glengarry and attract people from outside the region.

Messrs David Filion, Dean MacGillivray, Michael Madden, Rory Levert and Ms. Brenda Noble volunteered to be part of the Marketing Plan Working Group. The group will initially concentrate on putting together a framework and a proposal to Council in time for the 2020 budgeting exercise.

b. School Boundary Working Group

Ms. Gina Dragone (upon approval of the individual), and Messrs David Filion, Jeff Manley and Dean MacGillivray volunteered to be part of the Educational Reform / School Boundary Working Group, along with the involvement of the existing SOS Group and the joint School Working Group. The members of the group will discuss outside representation on the committee and bring back information on progress at the August meeting.

c. Amending the electoral districts to have North Glengarry in the same territory as South Glengarry and Cornwall

Mr. Levert advised that he met with MPP Jim McDonnell about the amendment of the electoral districts and the history behind the changes to the boundaries.

Staff will explore the timelines and the regulations surrounding the amendment electoral boundaries and share the information with the Committee Members.

Carried.

d. Population and Maintenance of Community Assets Listing (Appendix A)

i. General Discussion

Staff advised that a new Volunteer Opportunities page has been created on the website. Organizations have been contacted and information is coming in on volunteer opportunities

across the region. The Volunteer Opportunities page will be promoted at a Volunteer Fair at the high schools (most likely with GIAG) and through the Township's Facebook page.

9) PENDING BUSINESS

None

10) CORRESPONDENCE/INFORMATION ITEMS

- a. Key Information Report – Economic Development Update

11) NEXT MEETING

The next Community Development Committee will take place on August 28, 2019 at the Sandfield Centre (102 Derby Street W., Alexandria).

12) ADJOURNMENT

The meeting was adjourned at 4:15 pm by Rory Levert

Carma Williams
Chair

APPENDIX A

Population and Maintenance of Community Assets Listing

PRIMARY LIST		
Category	Item	Owner / Action
Maintenance of Community Assets	Protecting and strengthening Glengarry Memorial Hospital's long-term viability	Update to be obtained from HGMH's management. <ul style="list-style-type: none"> • Carma to invite HGMH (Louise Quenneville) to make a presentation to the Community Development Committee. • Senior's Village.
Population	Address next steps for Agri-food and Agri-tourism	Ongoing - Economic Development (in-house and in partnership with other municipalities, organizations and businesses). <ul style="list-style-type: none"> • Interest from businesses in doing farm tours and partnering with other businesses to create a critical agri-tourism mass. • Commercial Kitchen project is near completion. • Gina will send an update to be added to the Committee's agenda.
Population	Create a plan to address population growth (attraction of new residents – from West Island, East Ottawa, Amazon) <ul style="list-style-type: none"> • Increase population across all demographics (seniors, youth, adults, disabled individuals, etc.) 	<ul style="list-style-type: none"> • Ongoing - Economic Development / Government Organizations / Community Partners • Carma searching for contractors for land available to be developed for housing. • Anne to contact developer to discuss Maxville property. • Email group if a new developer contact is made.
Population	Lagoon upgrade	<ul style="list-style-type: none"> • Ongoing – July target for update • Designs will permit to apply for funding when available
Population	Strategic residential development on the fringe of Alexandria that would not require infrastructure (estate lots)	<ul style="list-style-type: none"> • Planning / Economic Development • Evaluate the properties that the Township owns and possible land available for sale. • Bring to Building / Planning Dept.
Population / Maintenance of Community Assets	High-speed internet	<ul style="list-style-type: none"> • Ongoing - Eastern Ontario Wardens' Caucus – Eastern Ontario Regional Network project • Expecting update on funding.
SECONDARY LIST		
Category	Item	Owner / Action

Maintenance of Community Assets	Develop a Forest Conservation Plan	<ul style="list-style-type: none"> • Ongoing - Planning
Maintenance of Community Assets	Maintain schools (viability of secondary schools)	<ul style="list-style-type: none"> • Continuous – SOS group and partners • Committee formed between several municipalities to look at the possibilities to look at reducing school boards in SDG. • The idea is to look at efficiencies that could be obtained through this proposal. • A goal is to educate children close to their communities. • The intention is to bring a proposal to the Minister of Education.
Population	Develop comprehensive Communications Plan at the Township level	<ul style="list-style-type: none"> • Under the direction of the CAO
Population	Develop comprehensive Communications Plan at the Township level	<ul style="list-style-type: none"> • Under the direction of the CAO
Population	Ensure good Customer Service at Township	<ul style="list-style-type: none"> • Under the direction of the CAO
Population	Lobby businesses to relocate to North Glengarry	<ul style="list-style-type: none"> • Ongoing - Economic Development / Government Organizations
Population / Maintenance of Community Assets	<p>Create a volunteer database</p> <ul style="list-style-type: none"> • Centralized database to disseminate information on community and service groups, volunteer opportunities, functions 	<ul style="list-style-type: none"> • Economic Development – use already-compiled information on community organizations to see if there is an appetite for a centralized database through which volunteers could be contacted on an as-required basis • Send a survey asking people to volunteer for a specific amount of time. • New webpage was created to direct people towards volunteer organizations and then Facebook (share with community partners).
Population / Maintenance of Community Assets	Location for satellite government offices (Minister of Rural Affairs, agricultural based agencies).	<ul style="list-style-type: none"> • Ongoing but greatly dependent on direction of Provincial and Federal Governments.
Population / Maintenance of Community Assets	Township has to be “open” for business	<ul style="list-style-type: none"> • Under the direction of the CAO.

From: Carolina Filion <cdfilion@yahoo.ca>

Date: August 13, 2019 at 12:41:24 PM EDT

To: deanmacg@xplornet.com, cdfilion@yahoo.ca

Subject: Fwd: Tuesday Meeting Wrap-up... Next Steps

8 a

Good afternoon everyone,

The following will be both my questions and personal beliefs as to where I think we should be headed as a township on the five areas of concentration that we all felt need

1. Jobs

- are we reaching out to the private sector outside of North Glengarry to encourage businesses to set up shop in North Glengarry? (Scope and methodology)
- are we reaching out to outside businesses to espouse the uniqueness of our community?
- how we are selling the uniqueness of our township?

- have we made any attempt to reach out to the provincial or federal government to establish or relocate government satellite offices? ie. Agriculture Canada, Experimental Farm.....etc.
- are there currently any leads to attract larger businesses to our township?
- are we currently offering incentives to lure big or small businesses to our areas?
- does the township have a philosophy as to what their level of involvement is on job creation? what type of jobs can we realistically attract?
- are we currently reaching out to the grade 10-12 students to make them aware of employment opportunities locally/coordinate with GIAG?
- cannabis store?

2. Infrastructure

- where are we on the lagoon enhancement project?
- when will it be completed?
- once completed, how much more capacity can it accommodate?
what does this really mean in terms of growth projections?
- is Maxville really ready for a rapid upsurge in development? If not, what do they need to do to have it shovel ready?
- what is the current sewage treatment capacity of Maxville? How many more single family homes could they accommodate with their current water/lagoon capacity?
- how much effort has been made to reach out to developers? (both large and small) is there a broader strategy (incentives) in play when doing so?
- when can we expect internet service upgrades to be completed? What level of service are we expecting as a benchmark? Is there a strategic geographical approach to the project?
- does the township expect an economic boost from internet upgrades?

3. Marketing

- is there a current marketing campaign to attract young families from the West Island and Ottawa to Alexandria? Maxville? Do they use social media or online advertising?
- are we espousing our strengths? ie. low cost of living, affordable housing, bilingual workforce, and any other amenities that would be attractive to someone or business considering a move here?

- is the current township motto “ Celtic Heartland “ an appropriate motto to attract French Canadian, New Canadians , to come live here or set up businesses here? Do we need to tweak it or use it out of convenience?
- is there a current plan to promote NG as a tourist destination? ie: beer/music festivals/farm to table?
- Do we/can we coordinate with other tourism agencies ie:SDG Tourism to spread our message?

4. Lobbying

- how much lobbying is currently being done by the township to secure funding for the lagoon enhancement project?
- is there any current lobbying of either Provincial or Federal governments to establish or relocate satellite government offices to the township of North Glengarry?
- are there any areas for lobbying that are priority to Township that we haven't touched on?
- what can be done from the Township level to encourage a more holistic approach to economic development with the Province? Currently, we seem to operate in silos...

5. Housing

- is there a current strategic housing plan to offer young families a place to live?
- is there a plan for rental spaces, short-term? Long-term?
- is there a housing plan currently in place to accommodate a post lagoon enhancement project?
- is there a housing plan for Maxville and Alexandria that would meet the needs of the commuter?
- what types of homes do we need in Maxville and Alexandria?
- are there lands outside the town of Alexandria that could be developed sooner than later? Do we have land currently zoned to accommodate subdivision development? If not, what would it take for this to happen?
- are there township owned properties available for development?
- Can anything be done to some of the more dilapidated properties in town?
- Would we be wise to reclaim them if they are in arrears? This could allow us to rebuild and give us attractive properties for rent or resale without needing more lagoon capacity?

From: Anne Leduc

Sent: June-26-19 4:56 PM

To: Carma Williams <carmawilliams@northglengarry.ca>; Brenda Noble (brendanoble@northglengarry.ca) <brendanoble@northglengarry.ca>; David Filion <cdfilion@yahoo.ca>; Dean MacGillivray <deanmacg@xplornet.com>; Gina Dragone <draggina@hotmail.com>; jeffmanley@northglengarry.ca; Michael Madden <michael@lakesidegreen.ca>; Rory Levert <rory@mcdonell-levert.ca>

Cc: Sarah Huskinson (cao@northglengarry.ca) <cao@northglengarry.ca>

Subject: Electoral boundaries

Good day everyone,

Further to today's Community Development Committee Meeting, please find below information on electoral boundaries pulled from the Elections Canada website -

<https://www.elections.ca/content.aspx?section=res&dir=cir/red/faq&document=index&lang=e#faq3>

- The last electoral boundaries reform started in February 2012 and was in place for the October 2015 elections.
- The review is performed after every 10-year census. Using this as a starting point, the next 10-year census is in 2021 so the process would most likely start in February 2022.
- This link will direct you to the page showing the timeline for the redistribution that was performed in 2012 - <https://www.elections.ca/content.aspx?section=res&dir=cir/red/over&document=index&lang=e>
- In the previous two federal redistribution processes prior to the 2012 redistribution, about 90 percent of federal electoral districts changed in some way.
- Ten independent electoral boundaries commissions – one in each province – determine the new federal electoral boundaries.
- The main criterion for electoral boundaries is population equality. The Electoral Boundaries Readjustment Act requires that the population of an electoral district in a given province be as close as is reasonably possible to the average population size of a district for that province (that is, the province's population divided by the number of electoral districts). Commissions should make every effort to ensure that the population of a district is not more than 25 percent above or below the average district population. In extraordinary circumstances, however, commissions may create districts that vary from the average by more than 25 percent. However, in addition to population equality, commissions must consider other social and geographic factors. They may choose to create electoral districts whose populations vary from the average, if they consider it necessary or desirable to do so in order to:
 - respect communities of interest or identity (for example, communities based around language or shared culture and history),
 - respect historical patterns of previous electoral boundaries, or

- maintain a manageable geographic size for districts in sparsely populated, rural or northern regions of the province.
- The Fair Representation Act became law on December 16, 2011. It makes several changes to the federal redistribution process. It introduces a new formula for allocating House of Commons seats to the provinces. It shortens the timeline for the redistribution process. For example:
 - Commissions may be established before the census population numbers become available.
 - Commissions have 10 months to conduct their work with a possible 2-month extension, instead of one year with a possible 6-month extension.
 - **The public will have at least 30 days to prepare for public hearings, instead of at least 60 days.**
 - Boundaries can be in effect as early as seven months after they become official, instead of a minimum of one year.
- Back in 2012, the population had the opportunity to participate in public hearings after boundaries commissions publish their initial proposals. Information was available through the federal redistribution website once the commissions were established in the spring of 2012. The website included the commissions' proposals, once they become available, as well as the public hearing schedule.

Best regards,

Anne

Population and Maintenance of Community Assets Listing

PRIMARY LIST		
Category	Item	Owner / Action
Maintenance of Community Assets	Protecting and strengthening Glengarry Memorial Hospital's long-term viability	Update to be obtained from HGMH's management. <ul style="list-style-type: none"> • Carma to invite HGMH (Louise Quenneville) to make a presentation to the Community Development Committee. • Senior's Village.
Population	Address next steps for Agri-food and Agri-tourism	Ongoing - Economic Development (in-house and in partnership with other municipalities, organizations and businesses). <ul style="list-style-type: none"> • Interest from businesses in doing farm tours and partnering with other businesses to create a critical agri-tourism mass. • Commercial Kitchen project is near completion. • Gina will send an update to be added to the Committee's agenda.
Population	Create a plan to address population growth (attraction of new residents – from West Island, East Ottawa, Amazon) <ul style="list-style-type: none"> • Increase population across all demographics (seniors, youth, adults, disabled individuals, etc.) 	<ul style="list-style-type: none"> • Ongoing - Economic Development / Government Organizations / Community Partners • Carma searching for contractors for land available to be developed for housing. • Anne to contact developer to discuss Maxville property. • Email group if a new developer contact is made.
Population	Lagoon upgrade	<ul style="list-style-type: none"> • Ongoing – July target for update • Designs will permit to apply for funding when available
Population	Strategic residential development on the fringe of Alexandria that would not require infrastructure (estate lots)	<ul style="list-style-type: none"> • Planning / Economic Development • Evaluate the properties that the Township owns and possible land available for sale. • Bring to Building / Planning Dept.
Population / Maintenance of Community Assets	High-speed internet	<ul style="list-style-type: none"> • Ongoing - Eastern Ontario Wardens' Caucus – Eastern Ontario Regional Network project • Expecting update on funding.

SECONDARY LIST		
Category	Item	Owner / Action
Maintenance of Community Assets	Develop a Forest Conservation Plan	<ul style="list-style-type: none"> • Ongoing - Planning
Maintenance of Community Assets	Maintain schools (viability of secondary schools)	<ul style="list-style-type: none"> • Continuous – SOS group and partners • Committee formed between several municipalities to look at the possibilities to look at reducing school boards in SDG. • The idea is to look at efficiencies that could be obtained through this proposal. • A goal is to educate children close to their communities. • The intention is to bring a proposal to the Minister of Education.
Population	Develop comprehensive Communications Plan at the Township level	<ul style="list-style-type: none"> • Under the direction of the CAO
Population	Develop comprehensive Communications Plan at the Township level	<ul style="list-style-type: none"> • Under the direction of the CAO
Population	Ensure good Customer Service at Township	<ul style="list-style-type: none"> • Under the direction of the CAO
Population	Lobby businesses to relocate to North Glengarry	<ul style="list-style-type: none"> • Ongoing - Economic Development / Government Organizations
Population / Maintenance of Community Assets	Create a volunteer database <ul style="list-style-type: none"> • Centralized database to disseminate information on community and service groups, volunteer opportunities, functions 	<ul style="list-style-type: none"> • Economic Development – use already-compiled information on community organizations to see if there is an appetite for a centralized database through which volunteers could be contacted on an as-required basis • Send a survey asking people to volunteer for a specific amount of time. • New webpage was created to direct people towards volunteer organizations and then Facebook (share with community partners).
Population / Maintenance of Community Assets	Location for satellite government offices (Minister of Rural Affairs, agricultural based agencies).	<ul style="list-style-type: none"> • Ongoing but greatly dependent on direction of Provincial and Federal Governments.
Population / Maintenance of Community Assets	Township has to be “open” for business	<ul style="list-style-type: none"> • Under the direction of the CAO.



COMMUNITY DEVELOPMENT COMMITTEE

KEY INFORMATION REPORT

Report No: CD-2019-06

August 12, 2019

From: Tara Kirkpatrick, Economic Development & Communications Officer and
Anne Leduc – Director of Community Services

RE: Economic Development Update

Community Improvement Plan (CIP) and SDG Regional Incentives Plan

The Economic Development Officer is working with multiple clients interested in the CIP Program and the Stay, Discover Grow, Regional Incentives Program.

The EDO is working with around 10 property owners on potential CIP applications, including three large commercial projects. CIP projects include an application from the Glengarry Curling Club and upcoming submissions should include the White Rock Motel, 72 Kenyon Street in Alexandria, and 67 Carr Street East in Maxville, as well as others who remain in the initial stages of considering their construction options.

Numerous clients expressed interest in the Regional Incentives Program which closed its 2019 intake in July, after having invested \$250,000 in SD&G. The program is expected to return next January with an anticipated budget of \$250,000 for 2020.

Business Retention & Expansion

- Met with a commercial client interested in the region.
- Met with two large commercial clients interested in beautifying their businesses, making them more attractive and effective for tenants.
- Assisted Glengarry Greenery with the development of its business plan and referred them to a number of free services and grant programs to help them grow their business, which is transitioning from microgreens to landscaping.
- Met with Fauxmagerie Zengarry to discuss expansion plans. They recently acquired the building housing their existing location and will be using more of the space at that

location. Helped them research a number of financing and grant programs, including through the Community Futures Development Corporation.

- Followed up with community organizations regarding numerous provincial and federal grant programs, including the “Canadian Experiences Fund”, which promotes tourism and the Rural Innovation Initiative which targets manufacturing.
- Helped Santa’s Village Dalkeith prepares its application for the Canadian Experience Fund.

Youth Retention

- Consultations with partners (Eastern Ontario Training Board (EOTB), St-Lawrence College, Glengarry Inter-Agency Group (GIAG)) on strategies to retain youth.
- Promoted launch of Summer Company Program for North Glengarry in collaboration with Cornwall Business Enterprise Centre.

Workforce Development

- Met with representatives from Alexandria Moulding, the Eastern Ontario Training Board and St. Lawrence College to discuss the need for more trade programs, with an emphasis on the shortage of millwrights. The EOTB will be conducting a comprehensive study this fall looking into labour shortages. The goal is to see if there is enough demand in SDG and the surrounding area for local trade courses to be offered at the Cornwall campus.
- Working with the office of MP Francis Drouin to see if one of the local businesses would qualify as training facilities/priority hiring centres for Armed Forces veterans going through the Veterans Transition Program seeking new employment. This would help fill a workforce shortage.
- Working on a program with partners (EOTB, St-Lawrence College, GIAG) to encourage individuals that are under or unemployed to access the workplace.
- Sponsored the June 18 GIAG job fair at Island Park, which aimed to address labour shortages identified during business visitations with our industrial clients.
- Spoke with a representative from the National Farmers’ Union of Ontario and the Ontario Farmland Trust about their interest in hosting a succession planning workshop for farmers. Will work with the United Counties of SDG on this workshop.

Branding Initiatives

- Branding signage at Island Park, Dalkeith Community Hall, Glen Robertson Community Centre and Dunvegan Community Park are in production.
- Coordinated a variety of regional tourism ads that promote the Ontario Celtic Heartland banner. These ads represent a joint branding campaign shared between the Township of North Glengarry and the Township of South Glengarry.

Conferences and Networking Applications

- Participated in various Economic Development workshops and forums such as the Stormont, Dundas & Glengarry Economic Development Working Group and the

Emergency Preparedness Committee. Attended IMS 200 Training, as part of the Emergency Preparedness training.

- Anne participated in the Eastern Ontario Active Transportation Summit.

Communications

- Postings on Facebook – has reached over 2,775 Likes.
- Prepared the 2019 tax insert/newsletter and arranged for printing and translation.
- Prepared numerous press releases related to road closures, water main repairs and new staff.
- Designed a variety of posters for Township events. In most instances, ads were created and shared with local newspapers on this topic.
- Responded to various requests for information by media outlets by guiding them to the proper individual.
- Posted a variety of Township jobs to the website and social media.
- Prepared the monthly ad “What’s New in North Glengarry,” which appeared in the Glengarry News.
- Attended and photographed numerous events including the Glengarry Highland Games.

Varia

- Worked with the Community Social Development Council (SDC) to promote the “Community Safety and Well-Being Plan” that is being developed for Cornwall, SDG and Akwesasne. On August 14 the SDC will set up a tent at the Sandfield Centre in Alexandria to raise awareness on the project and to collect data from participants of the Green Box Program. The goal is to implement this new program next year.
- Met with the Glengarry Artists Collective regarding the mural proposed for King George Park. Commissioned a painter to begin reproducing a postcard to be featured in the mural.
- Sent a sponsorship request to Via Rail asking for their support at the September 21, 2019 Glengarry Routes Heritage Tour/ Battle of Glengarry event. Received a \$1,500 sponsorship for this activity. Also secured a \$500 sponsorship from SDG Tourism to offset the rental of a tent and advertising for the Glengarry Artists’ Collective to participate in this event. The Raisin Region Conservation Authority and the Alexandria 200th Committee have also agreed to participate. Still awaiting confirmation from Friends of the Grotto and The Campbells.
- Continued to meet with two groups interested in rejuvenating the Alexandria Festival of Lights under a new name and leadership.
- Participated in Emergency Preparedness meeting for training on communications devices.
- Posted Community Grants Applications to the Website and Facebook. The intake period is open until October 31, 2019.

COMMENTS

This report is presented for information purposes only.

From: Nick Seguin [mailto:nseguin@sdgcounties.ca]

Subject: Regional Tourism Update

Good Morning!

I wanted to take a moment to update everyone on all things Regional Tourism. We have a handful of exciting initiatives underway and we are looking forward to a productive tourism season.

St. Lawrence Parks Commission Kiosks

- We now officially have six digital kiosks located within the parks system;
 - o Riverside-Cedar Campground
 - o Upper Canada Migratory Bird Sanctuary
 - o Farran Campground
 - o McLaren Campground
 - o Glengarry Campground
 - o Mille Roches Campground
- In addition to the Parks locations we have one digital kiosk in South Glengarry's visitor Centre and one in Alexandria's Priest Mill;
- Each Kiosk is co-branded with SDG and SLPC logos and local photography. With the exception of the SG and PM Kiosks which contain only County branding and photography;
- The Kiosk is a portal to our webpage WhereOntarioBegan.ca, but more specifically our calendar of events in the hopes of spring-boarding visitors into the County from the SLPC campsites;
- It should be noted WhereOntarioBegan.ca is now a bilingual website.

Visitor Guides

This year we printed 21,000 English guides and 4000 French guides. As of this week we officially ran out of English inventory. But not to worry, we will be trading 1500 of our French guides, with 1500 of CTM Media's English inventory.

If you would like English or French Guides please respond to this email with a desired quantity and delivery location. Also, if you know of specific businesses that are in need of Visitor Guides please let us know and I will schedule delivery ASAP.

Social Media

Big Catch Communications will be leading the charge of our Tourism Facebook and Instagram channels now until end of September. Big Catch has scheduled multiple posts per week, and we will be engaging in two ad campaigns per month. Posts are scheduled one month in advance, with flexibility for more spontaneous interactions. If you would like to suggest the promotion of a specific asset or event, please submit your suggestions tourism.

Jail

The Historic SDG Jail is open for business. We have four fantastic students leading hourly tours Wednesday through Sunday. The Jail also doubles as a Tourism information centre. The Jail will host two more *Paranormal Lock Up* events in July and August as well as welcome Escape Manor for select bookings. Please have a look at our updated website. www.historicsdgjail.com

Tourism Grants

Tourism was successful in awarding \$25,000 worth of grants to incredible local business who encourage visitation to our great region. We had over \$105,000 in funding requests. We look forward to proposing an expansion of this program to council.

RT09

SDG Tourism continues to participate on the Destination Advisory Committee. In the coming weeks we will circulate a Destination Advisory Survey throughout SDG. Please pay special attention to this survey and encourage stakeholders and visitors to participate. RT09 has shifted their focus from marketing to data collection. The data collected from this survey will help DMO's such as SDG make informed decisions surrounding budget, marketing and demographics.

Video

Now that we finally have leaves on the trees, our videographers will be out in the County collecting footage for our SDG promotional video. The video will likely be released late July and will include exciting locally produced music. I will keep you posted closer to the release date.

Tourism Summit

While the tourism season has just begun, it is never too early to start thinking about next year. Who are we as a region? Where are we going? I would like to host a Tourism Summit in late September early October. This will be an opportunity to listen to guest speakers and shape our vision of SDG Tourism in 2020 and beyond. I will keep you posted as this initiative develops.

Regional Tourism Signage Program

Karina and I have just finished a digital inventory of all our tourism road signs. What does this mean? It means we have built a GIS layer and confirmed the GPS locations of every Tourism sign in SDG. Included in every data point is the company information, renewal schedule, and a photo of the sign. We can even colour code damaged signs and signs waiting to be installed. Further we will have instant visual updates on sign installs.

Why is this helpful? We now have a single digital location for all our signage data. This will result in faster more accurate installs, quicker replacement of damaged signs, and more importantly, it will give us the ability to implement a consistent design throughout the region.

Our next phase will be to improve the application and payment process for the end user.

Eastern Ontario Local Food Conference.

SDG Counties, Cornwall and OMAFRA have joined forces to bring the Eastern Ontario Local Food Conference to Cornwall and SDG. This two-day conference will be hosted at the NAV Centre, and will include tours of SDG, Cornwall and Akwesasne producers. Registration will likely open up this coming Friday. See the attached event teaser. In the coming weeks we will be asking for your suggestions on local sponsors, vendors, and sharing the event with possible attendees.

What is happening in your Municipality or Township? How can SDG Tourism help? Let's keep an open dialogue and have a fantastic and productive summer.

Thanks - Nicholas



Nicholas Seguin

Tourism Coordinator

United Counties of Stormont, Dundas and Glengarry

26 Pitt Street Cornwall, ON K6J 3P2

P: (613) 932-1515 x 227

C: (613) 662-6717

E: nsequin@sdgcounties.ca

W: <http://www.whereontariobegan.ca>

