

Township of Greater Madawaska

2024 Year-In-Review

December 5, 2024

Strategic Plan 2023-2026

OUR VISION

The Township of Greater Madawaska strives to be an inviting, safe, and inclusive community that values and protects its rural character, heritage, and natural environment.

OUR MISSION

We will deliver services and policies that reflect community needs through communication, collaboration, and engagement.

OUR VALUES

Accountability - Transparency - Respect - Innovation – Sustainability

STRATEGIC PRIORITIES



Open
Communication
and Engagement



Growth
Management



Culture and
Wellness



Efficient and
Effective
Governance



Goal/Objective

Action Item

2024 Key Initiatives

2024 Status

1.0 Open Communication and Engagement

1.1 Develop and implement a Communication and Engagement Strategy to streamline communication, engaging with all Township residents through various forms of communication.

Develop and implement a communication and engagement strategy.

- ✓ Identify communication and engagement gaps.
- ✓ ~~Develop a strategy to address the communication gaps for Council consideration.~~ →

In-progress



Goal/Objective	Action Item	2024 Key Initiatives	2024 Status
2.0 Growth Management			
2.1 Modernize and streamline the development process.	Review, select and implement a system that tracks development applications and all related communication to ensure efficient and effective processing.		Initiated in 2025
2.2 Regulate Short-Term Accommodations.	Review and recommend options for the regulation of short-term accommodations.	<ul style="list-style-type: none"> ✓ Host public engagement sessions. ✓ Township impact review. ✓ By-law recommendation. 	Completed
2.3 Advocate for increased connectivity.	Support initiatives to expand internet and cellular services in the Township.	<ul style="list-style-type: none"> ✓ Connect with EORN and Broadband providers to support increased connectivity across the Township. 	In-progress
2.4 Encourage mixed development, focusing on affordable, attainable, and purpose-built housing.	Meet with local developers to discuss the Township's housing needs.	<ul style="list-style-type: none"> ✓ Relationship building to advocate for development that meets the Township's housing needs 	In-progress
	Develop a policy for attainable housing.		Initiated in 2025
2.5 Develop a Township Brand and Marketing Strategy to attract and retain businesses that support our community needs.	Develop and implement a marketing strategy.	<ul style="list-style-type: none"> ✓ Council endorse the marketing strategy and activity 	Completed
2.6 Enhance tourism, attracting people to support our business community.	Create partnerships with businesses and tourism organizations to explore tourism opportunities.	<ul style="list-style-type: none"> ✓ Relationship and identify opportunities to support local businesses better 	Completed
	Leverage new technology to promote and support tourism-based businesses.	<ul style="list-style-type: none"> ✓ Increase online presence in promoting tourism-based businesses 	Completed



Goal/Objective	Action Item	2024 Key Initiatives	2024 Status
2.0 Growth Management			
2.7 Develop a Village and Waterfront Master Plan (Initiative added in 2024)	Review options for developing a Village and Waterfront Development Plan to be presented for Council consideration.		Initiated in 2025
2.8 Planning Review Options (Initiative added in 2024)	Public consultation component of the Local Official Plan Review to determine the scope of a potential local amendment. Explore opportunities for developing an alternative recreational trail, such as exiting the K&P trail between Flower Station and Tatty Hill and reconnecting into the village of Calabogie with a focus on minimizing residential impact.	<ul style="list-style-type: none">✓ Complete public consultation for consideration of a local official plan✓ Report to Council on outcome and next steps	Completed
2.9 Alternative Recreational Trail Review (Initiative added in 2024)			Initiated in 2025
2.10 Land Acquisition Review (Initiative added in 2024)	Enter into discussions with respective property owners, to acquire property to secure land for future community services use.		Initiated in 2025



Goal/Objective	Action Item	2024 Key Initiatives	2024 Status
3.0 Culture and Wellness			
3.1 Create strategies to offer affordable and accessible recreation and leisure programming for all ages to benefit the community's wellness.	Deliver accessible recreation and leisure programming for all ages to contribute to an active and healthy lifestyle.	<ul style="list-style-type: none">✓ Launch the Recreation and Culture Committee✓ Deliver two new programs in the Township to benefit all ages.	Completed
	Leverage partnerships with neighbouring municipalities and community groups to enhance access to programming.	<ul style="list-style-type: none">✓ Identify and action opportunities to enhance programming.	Completed
3.2 Improve the health and well-being services offered to residents to align with the community's needs.	Partner with the County, Federal, and Provincial governments to expand health services in the community.	<ul style="list-style-type: none">✓ Identify and support opportunities to improve health services.	In-progress
3.3 Enhance the Township's Emergency Management Plan to promote safety awareness and ensure we are as emergency-ready and resilient as possible.	Develop and implement an emergency management program and communication strategy that considers all aspects of emergency preparedness.	<ul style="list-style-type: none">✓ Develop a Wildfire Emergency Plan✓ Enhance emergency preparedness communication.✓ Complete emergency-specific training	Completed



Goal/Objective	Action Item	2024 Key Initiatives	2024 Status
4.0 Efficient and Effective Governance			
4.1 Commit to an Asset Management Plan and Funding Strategy that supports long-term decision-making and provides the desired service levels to the community.	Enhance the Asset Management Plan to meet the 2025 legislative requirements, which includes establishing current and proposed levels of service for all assets.	✓ Establish a process for meeting the 2025 AMP requirements.	Completed
	Develop and implement a 10-year financial strategy that leverages all funding sources and ensures long-term financial sustainability.	✓ Drafted a 10-year funding strategy to be presented to Council endorsement.	In-progress
4.2 Ensure that by-laws and policies reflect the current requirements of the Township	Complete a by-law and policy review.	✓ Identify and recommend departmental policy and by-laws requiring review. ✓ Identify and recommend new policies and by-laws required.	Completed
4.3 Promote and encourage waste reduction and diversion to support a clean and healthy environment and reduce long-term waste management financial obligations.	Identify options for businesses and residents to promote waste diversion.	✓ Identify and recommend waste diversion initiatives for Council consideration.	Completed
4.4 Review Township services and human resource requirements to align with the community growth.	Develop a plan and implementation strategy to address the current and future needs for services and human resources.		Initiated in 2025

Governance

Council



18

Regular and Special
Council Meetings

6

Public Meetings

6

Committee of Adjustment
Meetings



121 Staff Reports to Council

9 Delegations to Council

10 Presentations to Council

63 By-Laws Enacted

Council



1

Delegation to the Ministry
of Finance

6

Councillor Representation on the
following Committees and Boards:

- Library Board
- Police Board
- Canada Day Committee
- Recreation & Culture Committee
- Renfrew & Area Chamber of Commerce
- Mississippi Valley Conservation Authority

4

Mayor Representation on County Committees:

- County Council Meetings
- Ottawa Valley Tourism Association
- Development and Property Committee
- Health Committee



40+

Community Events Attended



Conferences and Training

Sessions focused on:

- Economic Development
- Effective Service Delivery
- Asset Management
- Age-Friendly Community
- Provincial Policy Statement & Building Code Changes
- Supporting Access to Healthcare Services
- Enhancing Long-Term Financial Sustainability
- AI and Municipalities
- Sustainable Small Farming
- Farm to Fork Practices – Regenerating Life
- Climate Action Forum

Finance & Administration

Finance

- ✓ Conversion to new financial software
- ✓ New and updated financial policies to increase financial accountability and sustainability



- Procurement
- Debt Management
- Asset Retirement Obligation
- Municipal Grant
- Employee and Council Expenses



NEW Budget Communication: “Where do your Property Tax Dollars Go?”

- ✓ Agreement with Schooley Mitchell – Cost Service Review
- ✓ Joined the Canoe Procurement Group – Co-operative Purchasing
- ✓ Bi-Annual Financial Updates

2024 Budget Package Increasing Communication, Transparency and Accountability

Finance

For Every Tax Dollar Paid by Property Owners in Greater Madawaska:

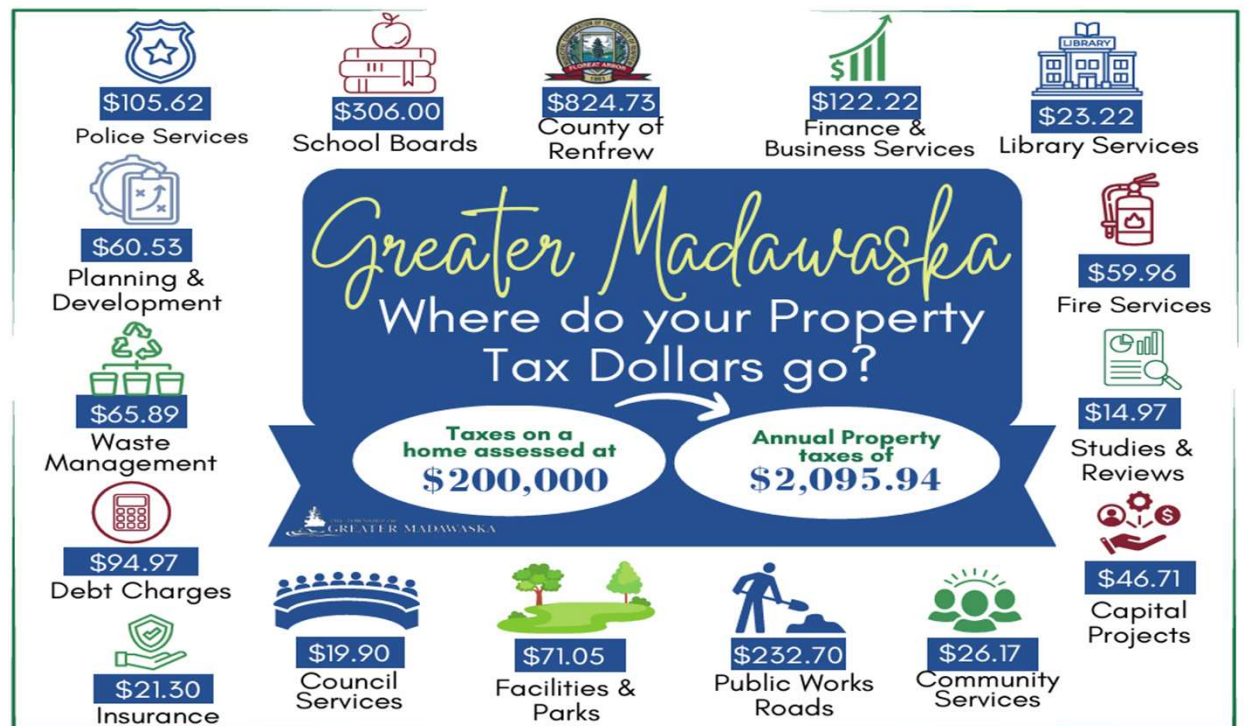
0.42 support Township Services

0.39 support County Services

0.14 support School Boards

0.05 support Ontario Provincial Police

Processing Payments and Responding to Inquiries for **3,982** Properties



Administration



20

Commissions
of Oath



4 MFIPPA
Requests
Processed

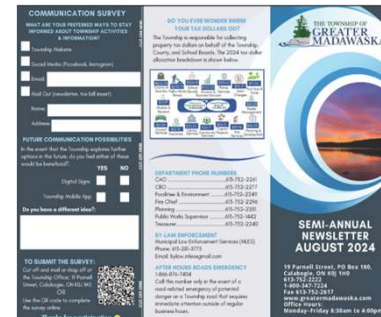
Initiatives

- ✓ By-Law's Available to Public on Portal
- ✓ Monthly Council Highlights Posted for Public
- ✓ Continuous Website Updates



4 Community Engagement Surveys

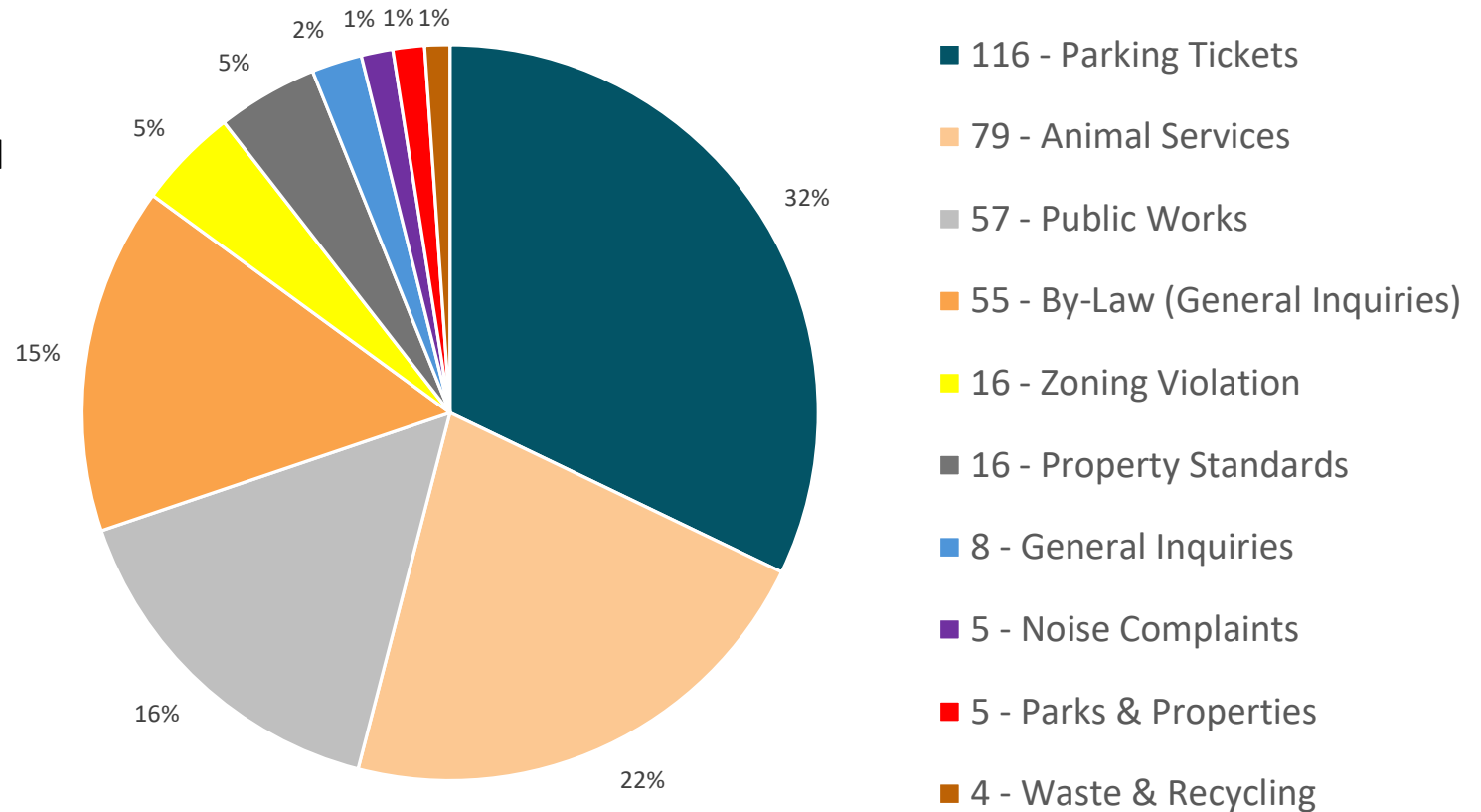
- Communication and Engagement Survey
- Marketing Strategy Survey
- Local Official Plan Survey
- Short-Term Accommodations Survey



Newly designed newsletter to inform the public on surveys, public meetings, and open houses

Concerns and Requests for Services

361
Concerns, Inquiries, and
Requests for Services



Protective Services

Fire Services

1

New Fire Chief



30 Volunteer
Firefighters

6

New Recruits

1,282

Incident
Hours



1,959

Training
Hours



221

Burn Permits
Issued



SP103 Wildfire Training Group

Fire Services

TRAINING

- Wildfire Course (SP103)
- Pump Operations NFPA 1002
- 7 new DZ licenses
- 17 Members completed Firefighter 1 Mandatory Certification.
- Firefighter 2 Mandatory Certification Training (In-Progress) Includes:
 - Vehicle Extrication
 - Building Collapse
 - Fire Origin and Cause Determination
 - Pre-Incident planning
 - Many other aspects of Fire Prevention
- First Aid training



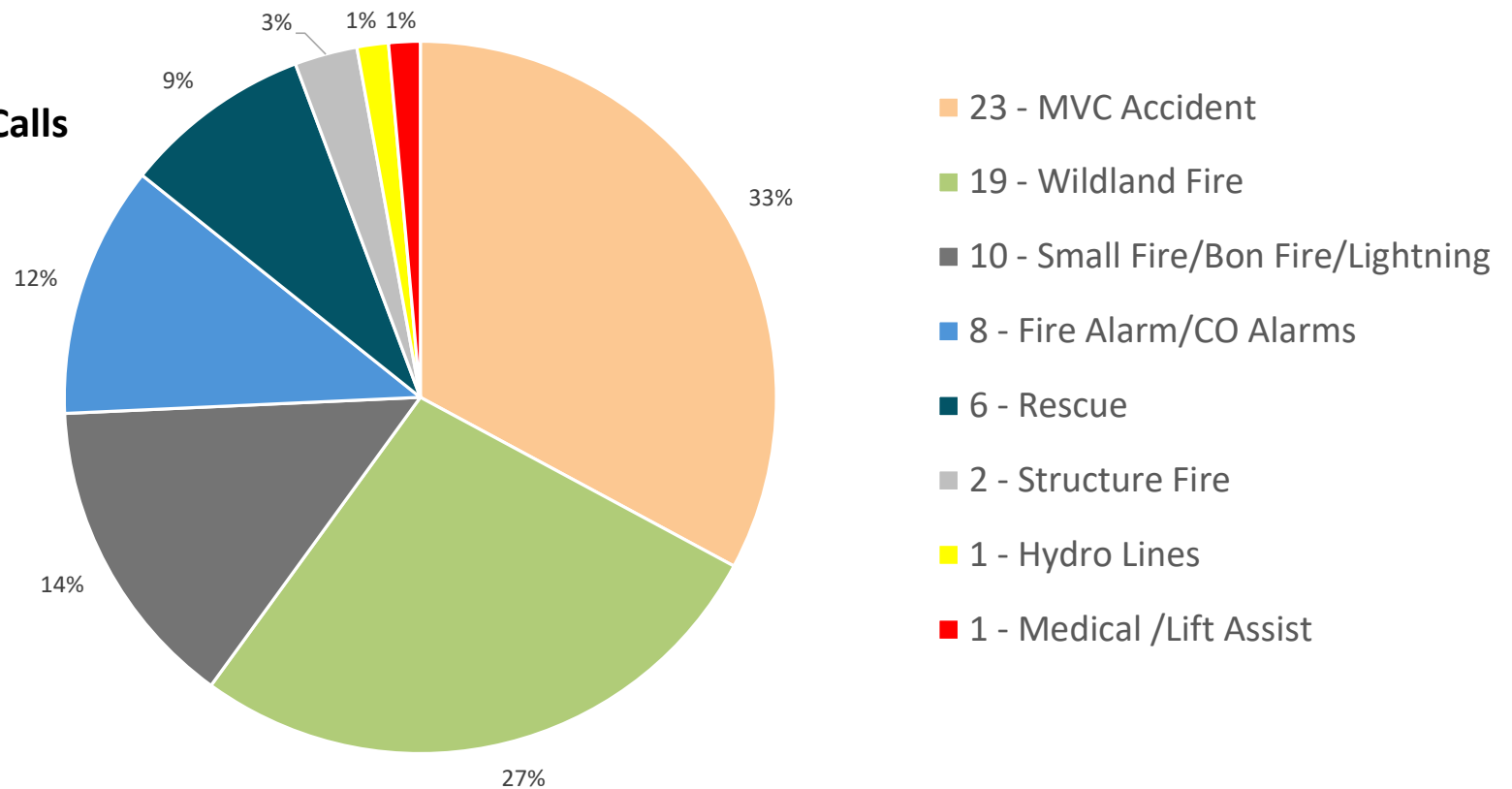
PROGRAMS



- Development of a Smoke Alarm Inspection Program, to be deployed in the New Year.
- Fire House Manager is a new Fire Department Management Program being implemented. This program will track our maintenance, expirations of equipment and our training records.

Fire Services

70 Emergency Calls



Fire Services



Firefighter Will Salmon Participating in the Matacan Run



Sparky taking a photo with a fan at the Calabogie Winter Carnival

COMMUNITY ENGAGEMENT AND EDUCATION:

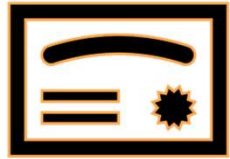
- ✓ St. Joseph's Catholic School
- ✓ Canada Day Festivities (Calabogie & Griffith)
- ✓ Calabogie Winter Carnival
- ✓ Matacan Run (Griffith)
- ✓ Fish and Game Fishing Tournament for Children in Griffith
- ✓ GMFD Halloween Haunted Walk
- ✓ Terry Fox Run (Griffith)
- ✓ Calabogie Christmas Parade

76 St. Joseph Catholic School Students were educated on various fire safety techniques during Fire Prevention Week.



Emergency Management

Compliance



- Annual Emergency Management Program Compliance
- Wildfire Tabletop Training Exercise

Grant Funding



- Successfully secured Emergency Preparedness Grant funding of \$42,000 to procure:
 - ✓ two trailers
 - ✓ 18 radios
 - ✓ Wildfire Training
 - ✓ Wildfire Preparedness Policy



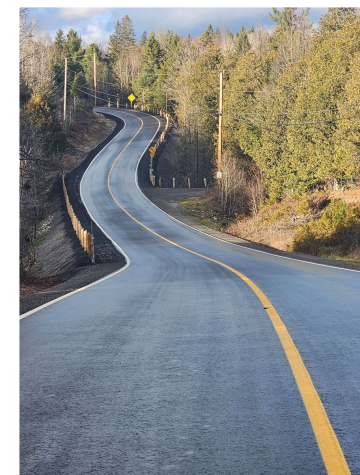
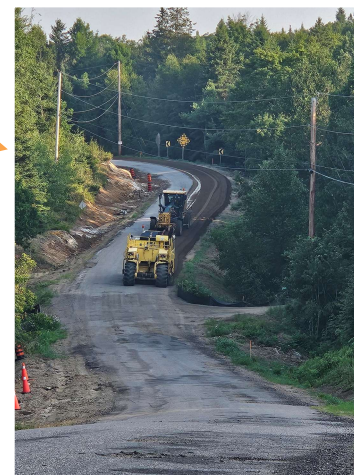
Public Works

Public Works

2024 ROAD IMPROVEMENT PROGRAM

Road	Surface	Length
Fraser Road	Surface Treatment	1.4km
Matawatchan Road	Asphalt (Upgrade)	2.5km
Hutson Lake Road	Surface Treatment	1.9km
Tatty Hill Road	Surface Treatment	1.8km
Southside Way	Gravel Rehabilitation	1,000 tonne
Grant Road	Gravel Rehabilitation	500 tonne
Ashdad Road	Gravel Rehabilitation	500 tonne
Kennelly Mountain Road	Gravel Rehabilitation	1,000 tonne

 **276KM** ROADS MAINTAINED



Road reconstructions are all completed internally by the skilled Public Works staff. Resulting in cost savings to the Township of up to 50% less than contracted services.

Public Works

2024 MAINTENANCE PROGRAM

Grading of gravel roads and calcium chloride application.

Replacing old Signage with new signage.

Tree removal and brushing on Church Farm Road.

Cold patching on hard top roads, where necessary.

Replace old guiderail posts on Hydro Dam Road.

Fraser Road replaced culverts and ditching where required.

Frontenac Road replaced culverts and ditching where required.

Line Painting on Matawatchan Road, Barrett Chute Road, Flat Road, and Mt St Patrick Road.

Winter Maintenance

New Crushed Rock for Gravel Pilot Project

Black Donald Pit Expansion



Internal Equipment Maintenance

Day-to-day maintenance of **32** Township
Owned Vehicles and Equipment

Annual Safety Inspections



5 Tandem Plows



7 Half Tons



8 Fire Trucks



1 Roll-off truck and trailer

1 Float for moving equipment

Environmental

Environmental Services

- ✓ Entered into contract with Circular Materials
- ✓ Food Cycler program complete
- ✓ Public Education



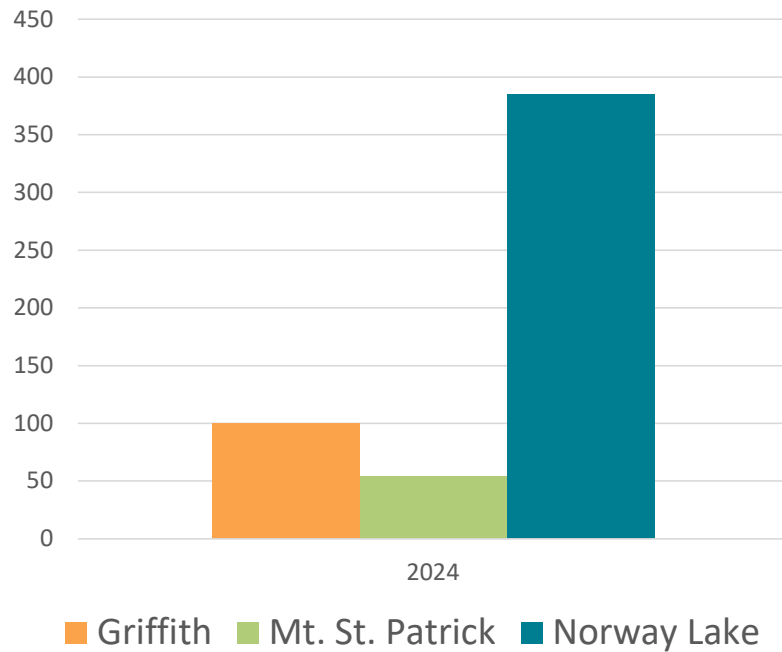
Community Clean Up Week
April 22—28, 2024

Garbage bags will be available at the following locations:
Griffith—Ginza Rink—15 Ginza Street
Calabogie—Community Centre—574 Mill Street
Dacre—DACA Centre—111 Flat Road

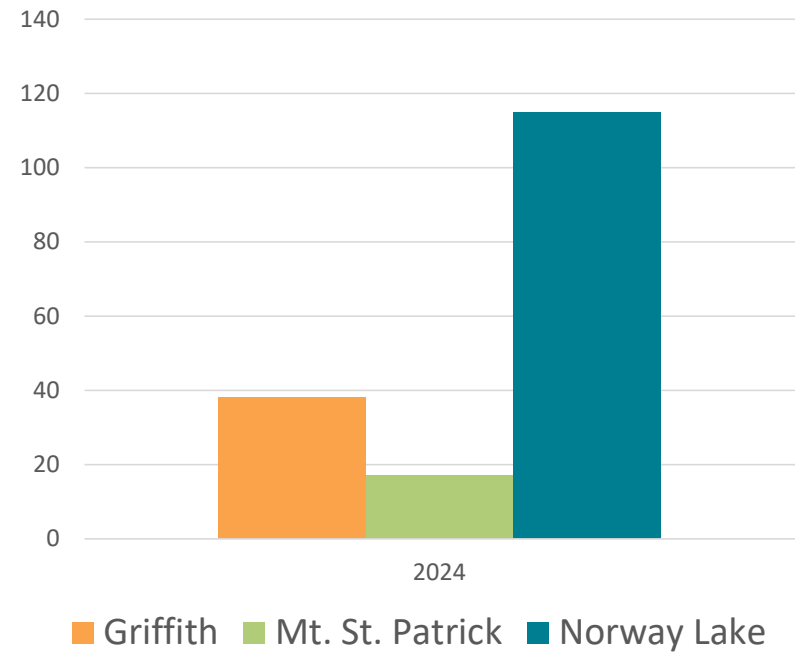
Bags of litter may be dropped off in the bins at each of the above locations or to have full bags picked up along Municipally Maintained Roads, leave a message for Staff at 613-752-2249

Environmental Services

Waste Collected (In Tonnes)



Recycling Collected (In Tonnes)



Facilities & Grounds

Facilities & Grounds



Performed Ground
Maintenance Activities
at **25** Properties



Performed Facility
Maintenance Activities
at **19** Buildings



Completed Snow Removal
and Salting for **14**
Municipal Facilities



Maintain **5** Trail Systems

- Spur Line
- Madawaska Nordic
- Griffith Uplands
- Manitou Mountain
- Eagles Nest

Facilities & Grounds

- ✓ Updated the 5-Year Energy Plan
- ✓ Adjustments to the Township front desk to increase security and efficiently utilize the space.
- ✓ Replaced countertop in Calabogie Community Hall Kitchen
- ✓ New closets for the Calabogie Lions Club equipment



Facilities & Grounds

NEW!



New boat ramp
and dock
Barnet Park



New lighting in
the Barnet
Cottage



New Pickleball
courts at the
Calabogie and
Griffith Rinks



New bleachers at
Calabogie ball field



New Ginza rink
outdoor
washroom



New Privacy fencing at
Calabogie rink for
wedding rentals

Planning & Development

Planning & Development

Successfully Recruited a New Planner

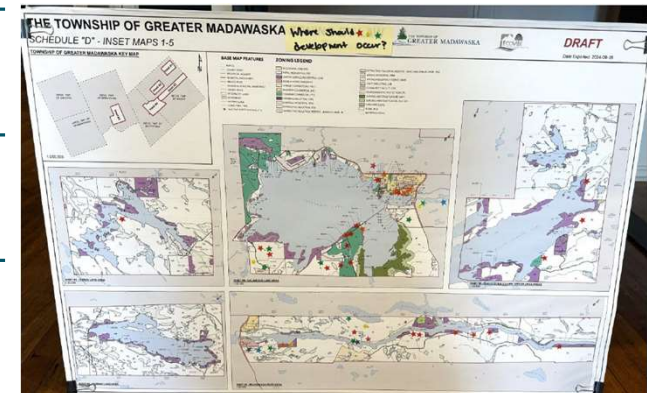
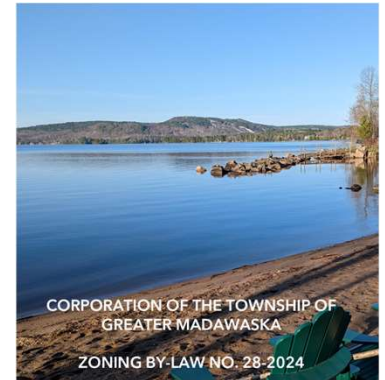
Updated Zoning By-law

Local Official Plan public engagement through survey and 2 open houses.

Short-Term Accommodation Licensing By-Law, which included 2 surveys and 3 public meetings.

First full year using CityReporter, our electronic building permit software

Implemented a new filing system to increase efficiency and track files by property roll number.

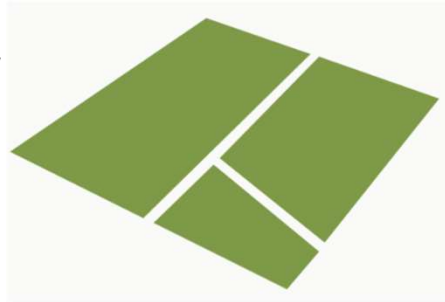


Planning



5 Zoning By-Law
Amendments

2 Deeming By-Laws



2

Development
Agreements

15

Severances



3

Pre-Consultations
Held



7

Minor Variances
Applications Received



3

Plan of Subdivision
Applications

Building



91
Building
Permits
Issued



47
Septic
Permits
Issued

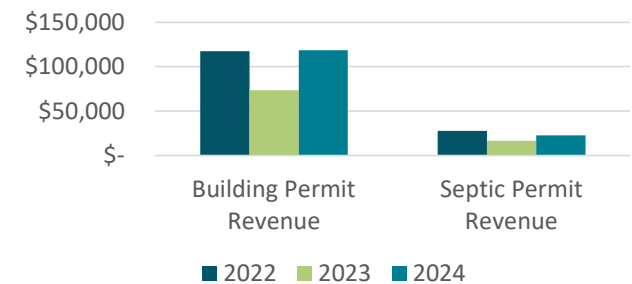


472
Inspections
Conducted

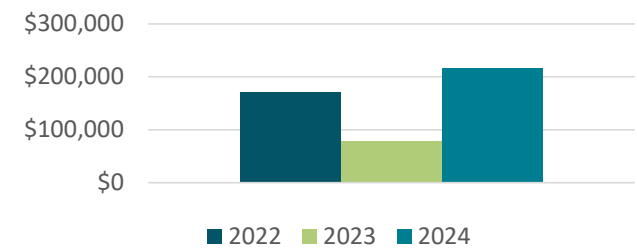


1 Stop Work Order
1 Unsafe Building
Order

Permit Revenues (\$)



Development Charges (\$)



Community Services

Recreation and Culture Committee



Recreation and Culture Committee

215

Recreation and Culture
Committee Survey Participants

15

Activity Showcase Businesses
and Community Groups
Participants



12 Summer Camp Registrations

22 Soccer Registrations

37 Skating Program Registrations

Other Initiatives:

- ✓ "What's Happening this Week" Posts
- ✓ Clean-up Day
- ✓ Pickleball Courts & Equipment

Canada Day Committee

2,000+ Attended Canada Day

Successful with new sponsorship approach, t-shirts, and additional events - Lumberjacks show



MATAWATCHAN
JUNE 29, 2024

12pm-5pm
Canada Day Celebrations and
Matawatchan Hall 70th Anniversary
1677 Frontenac Rd, Matawatchan
Food, Dancing, Games,
Traditional Picnic and BBQ.
Live music by "The Fabulous Heartbeats"
facebook.com/MatawatchanHall

JULY 1, 2024 8:00am
5K & 1K Fun Run
Matawatchan Hall
1677 Frontenac Rd, Matawatchan
matacanrun@gmail.com

CALABOGIE
JULY 1, 2024

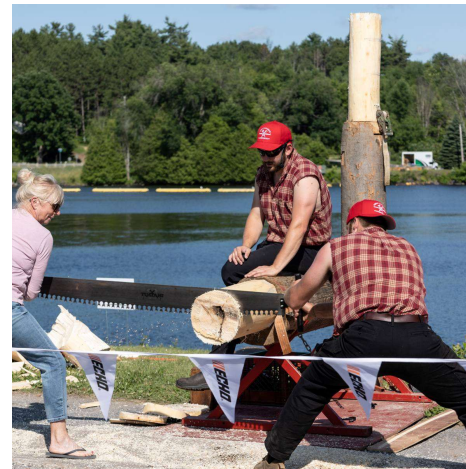
Pancake Breakfast 830am-1130am
Calabogie Community Hall
574 Mill Street, Calabogie
Madawaska Street Event 4pm-10pm
4pm-430pm Kid's Bingo
4pm-7pm Face Painting, BASH Tent,
Raffle Prize Table, Scavenger Hunt,
Home Support 50/50
4pm-8pm Sugar Daddy's Cotton Candy
4pm-9pm Bouncy Castles and Games
4pm-10pm Beer Garden, Mackie's
Golden Meals, BBQ
4150m LumberJack Show
430pm-6pm Adult Bingo
5pm-8pm Magician & Balloon Artist
5150m Fire Department Demo
545pm LumberJack Show
7pm-10pm Live Music "Buckledown"
715pm LumberJack Show
10pm Anthem & Fireworks

- No Dogs, No Bikes, No Skateboards
- CASH only
- Inclement weather - Event moved to Community Hall Rink

www.greentomadowaska.com
facebook.com/TownshipofGreenerMadawaska

Family Sponsors
PRINDSTON SPONSORS

Show Lumber **ONTARIO POWER GENERATION**
Canada



Community Volunteers

- ✓ Recognized all of our community volunteers, celebrating their contribution to our community.
- ✓ Awarded Volunteer of the Year award to Kim Rekowski



Community Support

- ✓ Fee Waving
 - ✓ Calabogie 55+ Club
 - ✓ Calabogie Market
- ✓ Grants
 - ✓ Remembrance Day
 - ✓ DACA and Matawatchan Hall Grants
- ✓ Greater Madawaska Public Library and Learning Centre
- ✓ Partnership with Griffith and Calabogie Lions Club for Building use to provide community activities



Community Development

Marketing Strategy

The Marketing Strategy Helped Determine:

- Brand Story
- Brand Promise
- Positioning Statement

Stakeholder and Community Feedback Provided:

- Communication preferences
- Insight into community opinions on growth
- Areas needing improvement
- Support towards community efforts and inclusion.

The Report of Findings Highlighted Areas of Concern:

- Lack of Signage in Township
- A desire for increased support for businesses
- Respectful Tourism
- Increased transparency and communication

The objective of this initiative was to:

Align Greater Madawaska's strengths with market needs, creating a dynamic marketing strategy that propels the township towards a vibrant and prosperous future.

Prioritized Goals:



Township Rebrand



Accessible Wayfinding



Definitive Messaging

Logo & Rebranding



The rebranding initiative commenced in April 2024, once the Marketing Strategy concluded.



Design ideas were taken from community and stakeholder feedback provided through the Marketing Strategy, with the goal of incorporating as many beloved aspects of GM as possible.



The colours are derived from the natural landscapes and features of GM, highlighted through the photos on GM's social media platforms.



The result is a dynamic logo that tells the story of Greater Madawaska and a comprehensive Brand Guideline to be used for all promotional materials and communications.



The whitespace within the "M" captures the serene nighttime scenery typical of the region, with the moon resting above evergreen silhouettes, evoking a sense of warmth and acting as a beacon for the curious explorer.

The "G" symbolizes the thrill of exploration, inspired by the rugged terrain and the iconic Eagle's Nest lookout.

The logo's natural yet vibrant colour palette reflects the changing seasons and the breathtaking beauty of the region's forests and waterways.

RED Grant and Wayfinding Signage

The Township of Greater Madawaska successfully applied for a RED Grant, to be used for Wayfinding Signage throughout the Township.

Initial designs have been created, so that preliminary pricing for the signage can be obtained, allowing a budget to be built to address quantities for each design.



Business Spotlight Initiative

The Introduction of the Community Development Coordinator Position Provided the Township with an Opportunity to Connect More Closely with Local Businesses and Entrepreneurs.

- ✓ Meet and greet with over **17 business owners**, commencing the process of building the foundation for good working relationships.

Business Spotlight Initiative to market the Township, and the local businesses and entrepreneurs.

- **11 Business Spotlight Features** have been published, with 6 more being composed at this time.
- Spotlights have been shared across Renfrew County thanks to re-established relationships with tourism organizations, and this unique approach to supporting local businesses.
- Businesses are very appreciative of this support and are excited to see relationships between the Township and the community being strengthened.
- The meetings for these Business Spotlights also provided the opportune time to form bonds with local businesses. It provided the chance to speak to them about goals, ideas, and how they would feel better supported by the Township. In these meetings, the goal was to encourage more partnerships in GM and find ways for businesses to support each other, which created exciting conversations.
- A great example of exciting progress within the Township is the partnership between Tom Irwin Adventure Tours and Calabogie Peaks and increased discussion between Calabogie Motorsports Park and local businesses about an upcoming event.

Business Spotlights

Mad River Paddle Co.



Calabogie Peaks



White Pines Resort



Somewhere Inn



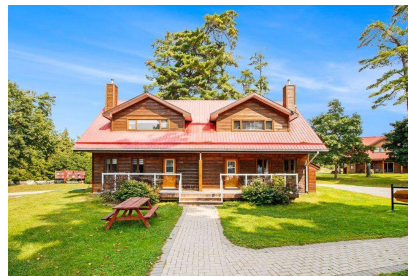
*Formosa Aroma
Socials*



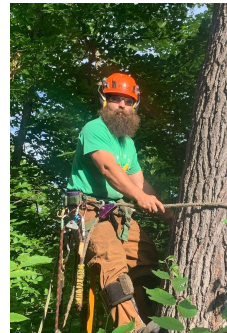
Tree House Art Studio



Calabogie Lodge



Taylor the Tree Man



Nubby's Mill



*Tom Irwin
Adventure Tours*



*Wellness Natural
Health Centre*



Re-Established Relationships & Events

The re-established relationship with the OVTA has been incredibly beneficial. They are supporting the Business Spotlights, and sharing our stories and posts, significantly expanding the Township's audience.

Successful in the recent application to partner with the OVTA on a professional photoshoot.

150 professional photos were taken at locations across the Township, and further plans for more are in the works.

2024 Events: *Ottawa Valley Tourism AGM & Conference*
Renfrew and Area Chamber of Commerce Economic Development Update Breakfast Networking Event
Small Business Month Workshop



Local Photo Drive Initiative

100+ photos have been received to date through the photo drive. This initiative received strong support not only from those submitting photos but also from those viewing and sharing the images.

- Hashtags that link to tourism organizations like OHTO, OVTA, and other pages were consistently used, which increased the attention and engagement the posts received.
- Organizations such as OVTA have shared many of the featured photos to their own stories and pages, widening our social media reach extensively.
- These photos helped to highlight the beauty of Greater Madawaska, showcase the sense of pride that both locals and visitors to the area share for the Township, and helped to create the colour inspiration for our rebranding project.



Mulvihi Farm Road, Kennelly Mountain

Social Media & Communications

84

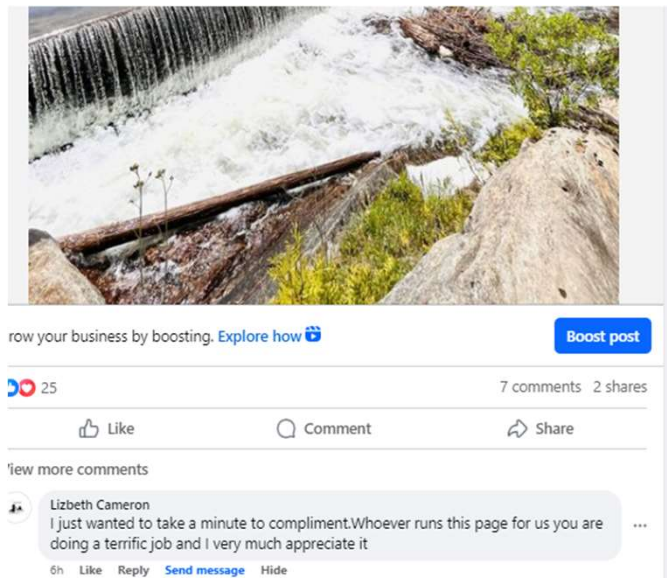
Communication and Engagement
Survey Participants

- When asked about the preferred method for obtaining township information, 36.9% rely on the website, and 34.52% follow social media.
- When asked about the potential future creation of email newsletters, 72.62% of respondents felt that this could be useful.



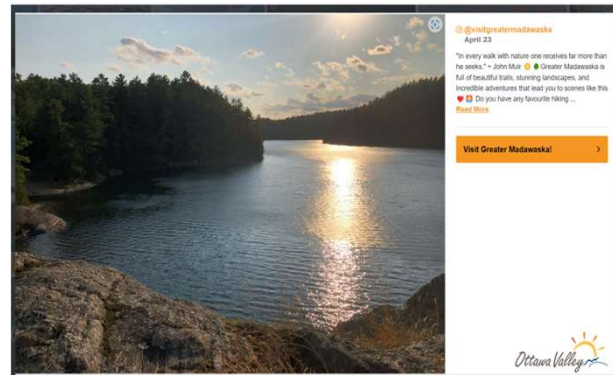
Strengthening Our Online Presence

Community Compliments and Appreciation



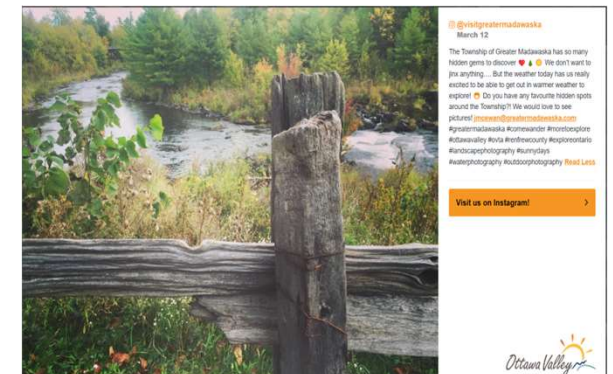
Ottawa Valley Tourist Association Was Sharing Our Posts, & Including them On Their Socials and Website

"I just came to say that whoever is running your fb page is doing an amazing job!"



Local Businesses and Influencers Have Increased Tags of the Township on Their Posts and Stories

The Township Has Been Acknowledged by Neighbouring Municipalities and Tourism Organizations for its Exciting and Unique Content.



Instagram



35.3%

552

Instagram
Page Visits



87.4%

109

New
Instagram
Followers



184.6%

3,300

Instagram
Reach

Facebook



239.7%

34,000

Facebook
Page Visits



308.9%

413

New
Facebook
Followers



518.4%

240,200

Facebook
Reach

Website

Most Visited Website Pages:

24,250 Homepage

13,406 Things To Do

6,488 Transfer Stations/Waste Sites

3,787 Fire Department

3,092 Calendar

2,701 Tenders

Active Users:
44,000 +

Average Time Per
Active User:
1m 30s

Active users▼ by Country



COUNTRY	ACTIVE USERS
Canada	37K
United States	3.6K
Poland	1K
India	238
Germany	145
South Korea	124
United Kingdom	114

