



Strategic Plan Development Committee

Council of the Village of Merrickville-Wolford

20 October 2015 | 7:00 pm
Village of Merrickville-Wolford Council Chambers

Meeting Minutes

In Attendance:

- Mayor David Nash (ex officio)
- Councillor Chuck MacInnis
- Deputy Mayor Anne Barr
- Robbie Giles (Wolford Resident) (Chair)
- Ricky Lee (Wolford Resident)

Regrets:

- Councillor Stephen Ireland

Call to Order 7:04 pm

Disclosure of Pecuniary Interests None

Approval of the Agenda

Motion: To adopt amended agenda

Moved by: A. Barr / Seconded by: C. MacInnis / Carried

Approval of Previous Minutes

Motion: To adopt previous minutes as-is

Moved by: A. Barr / Seconded by: R. Lee / Carried

Delegations None

Open Question Period None

Old Business See Appendix A - Record of Discussion

New Business

Next Meeting To be determined pending special Council meeting

Adjournment Moved by: C. MacInnis / Seconded by: A. Barr
8:43 pm

Attachments Committee Action List.xlsx
Strategic Action Plan - Draft Outline.docx
MW Strategic Plan RFP - Draft.docx



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Appendix A: Record of Discussion

Old Business

Progress to Date: Strategic Plan Outline

- A. Barr introduced the next iteration of the document outline
- Strategic themes will benefit from an “end statement” (describing desired outcome for the thematic area)
- Strategic action tables can be designed to provide staff with broad stroke directions
 - Staff are responsible for crafting operational plans to support the outcomes articulated in the strategic plan
- Consider an annual report approach to communicate progress (articulating successes, challenges, redirects, etc.)
- Working through past documents, there is a recognition that progress has been made (but no one knows about it)
- Staff need to be engaged before the outcomes are approved by Council
 - Staff will have vital information to ensure that the stated outcomes are viable
- It would be beneficial to share the outline with the CAO and have an informal discussion around what we hope to achieve
 - Conversation would include discussion about previous barriers
 - Staff perspective and buy-in are critical to our success

Motion: that the strategic plan draft outline be presented to Council as proof of concept for approval to proceed with public consultation for community and staff input

Moved by: A. Barr / Seconded by: C. MacInnis / Carried

Process for Public Consultation (Request for Proposal)

- R. Giles provided an overview of a draft “request for proposal” to obtain third party expertise in the production of the strategic plan and collection of data
- A contract authority (Staff resource) should oversee the request for proposal and its logistics
- If willing volunteers are available to fulfill the requirements outlined in the RFP, third party expertise may not be required
 - It would be difficult to find dollars for a vendor (availability of grant money?)
 - It would be difficult to justify spending the money on a vendor
 - There is a distinction between a contributor and a facilitator (one cannot do both at the same time effectively)
 - Volunteers from within the community driving the process may unknowingly sway the discussion and input; an objective third party ensures that everyone’s input is captured

- Council needs to know how much it costs to execute a strategic planning session and resulting document
- Draft RFP should be shared with staff and Council to provide them with a sense of the complexity of the work to be undertaken
- Downside to having this community driven is the passion that comes with its contents
- Downside to having a third party vendor is the cost
- If you don't have the resources to commit, don't do it
- Why do we need a Strategic Plan?
 - Strategic plan gives a planned direction and response for issues
 - We already have a series of plans with foresight going forward multiple years (with reserves identified)
 - Strategic plan is not intended to replace operational plans that aid in the day-to-day realities of the municipality
 - Strategic plan enables the community hope and dream of a different future
 - Strategic plan directs Council and future Councils

Motion: that the draft Request for Proposal be presented to Council along with the draft outline

Moved by: R. Giles / Seconded by: A. Barr / Carried

Presentation to Council

- Circulate draft documents for next Council meeting (Monday)
- Recommend to hold a special meeting for presentation of draft outline and draft Request for Proposal (delegation)