

**Ad Hoc Strategic Planning Committee Meeting**  
**Merrickville-Wolford Council Chambers, 317 Brock Street West**  
**September 28, 2016**  
**MINUTES**

Present: Anne Barr, Jane Graham, Christina Willoughby, Rod Fournier, Terry Gilhen, Ian Donald, Jacques Pelletier, Anney De Gobeo, Yves Grandmaitre, Cheri Kemp Long, Wayne Trusty, Mark Scullino (5:20), Chuck MacInnes (5:30)

1. Agenda approval Council co-Chair
  - Cheri motions to approve, Jacques seconds, carried
  
2. Declaration of Pecuniary Interest Council co-Chair
  - none
  
3. Approval of September 14, 2016 Committee minutes Yves
  - Approved via email
  
4. Old Business:
  - i. Dropbox Update Co-Chairs
    - Accessing issues seem resolved. Ian having a minor update issue, soon resolved
  
5. New Business
  - i. Update on Working Group approach & activities Ian
    - Team leaders meeting occurred Sept 22<sup>nd</sup> discussed a range of topics, detailed below in the "Updates" section
    - Terry assisting Ian in preparation of the Strategic plan report structure
    - Ian is reviewing financial sustainability with CAO
  - ii. Updates on Team Activities & Plans
    - a) Communications Terry
      - Phoenix article is done and will be published in next edition (early October)
      - Householder flyer done (confirmed distribution this week)
      - Terry and Cheri met with Frederick re web site(link done)and other distribution details
      - Facebook link still to be done if Terry decides to pursue. He will discuss with Mary Kate.
      - Ian suggested to all stakeholders at the meeting to pass the words to their members re the survey and the importance of contributing.
      - Note that the householder invites will be sent to postal codes covered by the Post Office thus will include households beyond Merrickville/Wolford boundary
      - A media release was done by staff
      - Terry will contact papers with local circulation
      - Chamber of Commerce is doing a specific outreach to their members
    - b) Information Cheri

- Survey Monkey has started receiving survey responses
- Cheri has completed a workshop with Stacie at OMAFRA on the Analyst software program
- OMAFRA does have and is willing to provide Ag stats and other information
- Ian has posted Health Data from SE LHIN URL in Dropbox Information Folder
- Cheri confirms that the information will target data list agreed upon early in planning stages
- Jane suggests to contact Mike Z. for a copy of his business list which may have most of the businesses within M/W

c) Focus Groups

Jane

- Jane has been in contact with Blais who indicates he cooperates with Queens University.
- So far preliminary talks indicate that we can achieve the focus group goals within the budget guidelines initially set out
- She will have issued sufficient invitations and received specific shortly from multiple providers to meet CAO requirements of a competitive process without going the RFP route
- Jane will coordinate conference call to ensure proposed contractor methodology is complementary to project analytical framework

d) Goals & Actions

Anney

- Awaiting survey results
- Ian suggest next team leaders' meeting will ensure that structure of outcomes from information, data collection, and focus group is consistent with framework needs for goals & actions development.

iii. Development Plan Update - discussion

Ian

- Scheduling updates documented in updated prouject development plan in Dropbox
- Team leaders meeting on October 4<sup>th</sup>
- CAO will be attending next planning meeting and possibly Stacie

iv. Tidbits

Jane

- North Grenville Rural Summit on Nov 26<sup>th</sup>. They have a survey going out October 14<sup>th</sup>
- Communities in Bloom competition results: Merrickville Wolford received a rating of 5 blooms. Highest possible. Among the communities with 5 ratings M/W was second place, Prescott was first and will be going to Nationals.

6. Future Agenda Items

Council co-Chair

- Communities in Bloom

7. Next Meeting

Council co-Chair

- October 12<sup>th</sup> at 5:00pm Council Chambers

Meeting adjourned at 5:55pm