

Ad Hoc Strategic Planning Committee Meeting Minutes
Merrickville-Wolford Council Chambers
317 Brock Street West
August 3, 2016

MEETING MINUTES

A pre-meeting occurred for Drop Box training. Notes as follows:

- Some of the Dropbox (DB) features were covered but technical challenges prevented in an depth session
- The need to create a doc storage plan for file folders/permissions was identified as a task
- A new DB feature where previous doc version are kept on file was identified as something useful for our needs for tracking
- Anne B will create folders/permissions

Meeting started at 5:35

Attendees: Anne B, Ian, Cheri, Christina, Wayne, Alec, Chuck, Jane, Stacie

Absent: Karl, Rod, Anney, Ann M, Peter, Terry

Stacie was introduced to the group as the new Valley Heartland Economic Development Person. She mentioned that her contract is for three days a week. She inquired on the Merrickville-Wolford funding contribution and how to apply to her hours to be used for Merrickville. Anne B suggested to Stacie that she converse with Don Dutton for details.

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| 1. Agenda approval | Unanimous |
| 2. Declaration of Pecuniary Interest | None |
| 3. Role & Mandate – | |

It was clarified that the Steering Committee report back to council and that the Working Groups are autonomous and report back to their respective team leaders. The working groups can meet as they wish and are invited, but not required to attend the Strategic Planning Committee meetings. Chuck further confirmed that the committee is an official committee of council

4. Approval of July 13, 2016 Committee minutes *[Motion]*
 - Jane inquired regarding the June minutes as they are not posted yet. Anne will look into and advise.
 - Ian indicates that a meeting took place with Anne B and the CAO to bring him up to date on the Committee's proposed approach to developing the Strategic Plan.
5. Old Business:

- i. Council appointment of Anney de Gobeo
- Completed and Welcome!

- ii. Council approval of Draft Amended Terms of Reference
- Done. Anne B will post the TOR in DB
- The following changes were brought to the TOR
 - a) Paragraph 2 removed specific list of entities
 - b) 4.2.15 change the word develop to propose

- iii. CAO liaison role
- Anne B updated the group on the search for the new CAO. A large number of applications received. Pared down to a select few. Interviews were done and one of the questions asked was regarding the importance of a strategic plan and all applicants responded similarly that it is of the utmost importance to have.

- 6. New Business
 - i. Update on Working Group approach & resourcing
- Ian reviewed Annex B of the strategic planning summary re. Resourcing
- Communications was highlighted as being of huge importance as it crosses over all aspects of the plan.
- Yves will inquire with Terry re interest in becoming communications co-leader with Ann M. Ian will reach out to Ann to update her and confirm her availability.
- Stacie will look into details re info gathering/OMAFRA model with Katie
- Cheri will communicate with Stacie re available training on software
- Ian will update summary and post on DB

- ii. Updates on Group Work Activities & Plans
- a) Vision & Mission
- Jane reviewed plans from other municipalities except for Loyalist due to differences in size and approach
- She spoke with Smiths Falls and Leeds Grenville. She will post details on DB

- b) Information
- Jane has also received a copy of the Rec Committee survey from 2 years ago. It was noted that Survey results are now available on the MW website.
- She is expecting a copy of the CoC survey
- Some discussion occurred regarding rural VS urban component on survey as this distinction did not seem to be part of previous efforts
- There was a preference for directed questions VS open ended
- A suggestion was to take feedback from major stakeholders to formulate the survey
- Alex indicated open questions are a better indicator of trends VS directed questions may leave topics of concern not covered

- Chuck saw format based on mission and goals
 - Ian indicated that community engagement modalities should be brought back to council for their input/approval
 - A discussion ensued highlighting the need to reach out through various methods.
 - Suggested that the Preamble mention that monitoring and implementation is part of the plan as this should encourage participation
 - Discussion on should there be a survey for visitors and how do we get visitor input
 - Agreement was reached on using previous vision and mission statement and amending if required
 - Cheri indicated a need for a parallel effort on data mining other sources while survey is being done.
 - Target is to have survey written and accepted by month end
 - Plans will be elaborated for how to reach out to the various groups (businesses, Ag, tourists, residents urban and rural, etc.)
 - A working group comprised of Ian, Cheri (L), Jane, Christina, Anney and Wayne will meet August 5 to start formulating the survey
 - c) Goals & Actions
 - Anney reviewed the Phoenix ad, the purpose and indicated no response yet.
 - d) Communications
 - Terry and Ann M will be reached out to. Mandate to be defined
 - iii. Health Centre perspectives
 - Ian provided updates. The Health Center is a large employer, continues to grow, and plays a crucial role in the community.
 - iv. Development Plan Summary
 - Ian will update and post in DB
7. Future Agenda Items
- Anne B would like to see AdHoc Committee on open spaces join the Strategic Planning Committee for a session to get their thoughts. Ian suggests to have one of their members join our Committee
 - Survey and Methodologies
 - Data Mining Updates
8. Next Meeting
- Next meeting August 24th Council Chambers at 5:00pm

Meeting was adjourned at 7:50