

**Ad Hoc Strategic Planning Committee Meeting
Merrickville-Wolford Council Chambers, 317 Brock Street West
September 14, 2016
MINUTES**

Attendees: Anne Barr, Jane Graham, Rod Fournier, Terry Gilhen, Ian Donald, Cheri Kemp-Long, Jacques Pelletier, Chuck MacInnes, Yves Grandmaitre, Christina Willoughby, Anney DeGobeo, Mark Scullino.

Absent : none

1. Agenda approval
 - Added: Signage, Council memo
 - Motion by Cheri to approve, seconded by Anney, carried
2. Declaration of Pecuniary Interest None
3. Approval of August 3rd, 2016 Committee minutes Accepted
 - Approved via email
4. Old Business:
 - i. Dropbox
 - Christina still experiencing issues, will meet with Anne to resolve
 - ii. Open Spaces Committee Member
 - Brief discussion re open spaces on Collar Hill and need to have a plan
 - Anne will recommend to council to close Open Spaces Committee and have other committees handle including possibly Rec Committee
5. New Business (section i notes provided by Ian)
 - i. **Update on Working Group Approach & Activities**
 - Very productive meeting with new CAO, John Regan.
 - Very focused on need for comprehensive strategy to assist council decision-making.
 - Very helpful on all logistical aspects, particularly communications which is an immediate priority.
 - Clear a number of potential roadblocks. Results communicated to team leaders.
 - Some issues, such as survey distribution, will require further discussion today
 - Work to be done in ensuring that Council is adequately engaged by its SPC reps and the project leads.
 - John will join SPC as soon as schedule permits
 - Ongoing communications with all team leaders – Highlights
 - Project Plan – est. 2-3 weeks delay (more details later in agenda)

- Communications – parameters now agreed with CAO and Terry proceeding
- Cheri's Info gathering team well advanced on survey work (Alex – survey monkey)
- Focus groups (Vision & Mission) – Jane working on facilitators and locations for the three events
- Goals & Action Plans, Report Preparation less active because downstream

Development Plan Update

- Critical path (approx. 6 weeks extension):

- Sept 16 – Survey finalized, Survey Monkey license purchased
(Cheri & CAO/Staff),
- Sept 19-23 – Phoenix, Homepage & Webpage, Survey Monkey launch
(Terry & CAO/ Staff)
- Sept 15-23 – Survey hard copies printed, (Cheri & CAO/Staff)
- Oct 21 - Survey responses returned – (All)
- Nov 4 – Survey results analyzed; Prelim results from data analysis, (Cheri + TBD)
- Nov 9 – 25 – Three Focus Groups (first two Nov 9 & 10) (Jane +)
- Dec - Goals & Actions (Anney +)
- Sept – Jan – Draft Plan (Ian +)
- Feb – Council & Public Review (All)

- ii. Updates on Team Activities & Plans

- a) Information

Cheri

- Survey completed and tested. A few tweaks remain to be done.
- Expect 6 double sided pages
- CAO is suggesting a one pager gets passed to residents explaining the purpose and indicating where the survey can be obtained (online, in person, survey Monkey)
- Concerns were raised about response rate and distribution method. Decision made to use a multi prong approach: - 1 page flyer and website
 - option to deliver based on a phone call to city hall. (Since has been modified to a survey will be mailed directly to requesting household with self-addressed and stamped envelope)
 - website
 - email sent from village database
 - One page announcement
 - Results will be reviewed after 2 weeks and if need for more outreach needed it will be addressed at that time.
- Schedule is targeting September 20-23rd for distribution
- Data collection: Cheri working with Stacie on available market data

- b) Focus Groups

Jane

- Looking into booking Wolford Hall on Nov 9th and Merrickville Community Center Nov 10th for focus groups. Time between 7:00pm and 9:00pm. Will be town hall type meetings
- Final in depth group in late November will be by invite and will need to respect a balance representation
- She has spoken with Jeff Kohl (Facilitator) and he is interested. Fee is \$700/day and he estimates a total of 2 days.
- Robbie Giles was not interested in facilitating
- Jane will also assess other facilitation options
- Anne will confirm if value is under limit for sole sourcing

c) Goals & Actions

Anney

- Discussed "Right to a Healthy Environment" memo
- For consideration to integrate some or all into the Strategic plan

d) Communications

Terry

- Terry looking for a marketing process to create a "buzz" around the plan.
- Will use the website and Facebook as vehicles
- Will be providing the Mayor with notes for the EMC article
- Same for CAO/Phoenix article
- Main message is "Help Shape Our Community"
- Chuck suggested a more direct route for Terry to access web site, subject to approval by City Hall
- Facebook could be used for online discussion to help promote
- Terry will prepare a one pager for the Phoenix for circulation and approval. Something simple, point form, for Monday the 19th. Same material will be used for the printed page to be sent to homeowners
- Details to be worked out for Facebook responses

iii. Development Plan Update - discussion

Ian

- Ian reviews critical path.
- Goal is to fall into budget cycle re recommendations.
- See attached for more information.

6. Future Agenda Items

Council co-Chair

- Council has initiated a replacement program for some of the road signs. Straight replacement intended.

7. Next Meeting

Council co-Chair

- [Next meetings Sept 28th 5:00pm Council chambers](#)
- [and OctNov 12th 5:00pm Council Chambers](#)

8. Meeting adjourned at 7:00pm. Motion by Anney, seconded by Jane