



Mayerthorpe

**MUNICIPAL STRATEGIC PLAN
2021-2025**



LEADERSHIP

Your elected Council is listening and has identified community issues essential to moving Mayerthorpe forward. This Strategic Plan sets our priority long-term outcomes and goals for Mayerthorpe. They are supported by strategies, targets and a system of regular reporting on actions and results. This is strong, focused elected leadership.

Inaugural Council (October 2021 to October 2025)



Left to Right: Councillor Sonnenberg, Councillor Wells, Councillor Claybrook, Mayor Jabush, Councillor Burns, Councillor Greenwood, Councillor Morton

VISION AND MISSION

Many organizations have a Vision and Mission. Our statements guide Mayerthorpe Council and staff. Our vision statement defines where we are going (our future state). Town of Mayerthorpe's mission statement sets out our key overall role as an organization.

VISION STATEMENT

A welcoming, progressive, inclusive community.
Good things grow here!

MISSION STATEMENT

Working together to make Mayerthorpe your
community of choice.

OUR VALUES

In advancing our Strategic Plan, Mayerthorpe Town Council and
Administration:

Recognize that people are the heart of Mayerthorpe.
Work cooperatively to build and preserve our community.
Encourage unity, diversity, dedication, and progress.
Believe in partnering and mentorship.
Learn from and respect our history as the foundation on which to build
opportunities.

PRIORITY AREAS, GOALS, TARGETS AND ACTION PLANS

Mayerthorpe Town Council has established a focus on 3 priority areas:

- ❖ Economic Development;
- ❖ Recreation and Culture;
- ❖ Intermunicipal Cooperation.

These areas of primary attention were decided because of their overall importance to our future. They need a high degree of attention and effort to build a sustainable future for Mayerthorpe.

Each area has an Outcome Statement which describes the targeted result for the community in 4-8 years. It's important to measure progress towards these outcomes. Each area has goals and measurable targets to guide administration in implementation and promote overall accountability for results.

PRIORITY AREAS

(A): ECONOMIC DEVELOPMENT

Outcome Statement in 2030:

We foster economic prosperity by helping to grow employment opportunities in Mayerthorpe and surrounding area.

Goals:

- (A.) Encourage local spending and economic benefits to foster small business (existing and growth).
- (B.) Support existing and attract new primary employee businesses.
- (C.) Re-establish a business network like BSN or a Chamber of Commerce (to improve communication and support the interests of the business community).

Targets:

OVERALL: Population – grow 3% by 2021. Continuing growth to 2026.

- 1) Two (2) new businesses per year, based on total business licenses.
- 2) Gasoline Alley North 25% occupied by 2024.
- 3) At least one (1) new primary employer that employ ten (10) or more staff every 4 years.

Strategies (How):

- Align and incorporate goals and activities/objectives with Economic Development Strategic Plan and Municipal Sustainability Plan.
- Have Council oversee economic development directly.

- Celebrate improved services that support businesses. Also promote success and provide a centralized e-space thru Shop43.ca to promote all Mayerthorpe businesses.
 - Business Recognition Policy adopted in January 2022.
 - Business Recognition launch on social media February 2, 2022.
 - Business Certificate presented to Super Shine Automotive Detailing February 2, 2022.
 - Business Certificate presented to Wild Rose Wellness February 2, 2022.
 - Business Certificate presentation to B.A.D. Hockey February 2, 2022.
 - Business Recognition Program - Nominate a Local Business Today posted on My Mayerthorpe and Twitter February 2, 2022.
 - Vitalization Grant Program opportunity posted on My Mayerthorpe and Twitter February 7, 2022.
 - Business Certificate presented to JM Firearms Restoration February 14, 2022.
 - Business Certificate presented to Jennifer's Massage Therapy February 15, 2022.
 - Travelling Business Incubator at Town Office February 17, 2022.
 - New Ways to Think about Alberta's Economy Workshop put on by Mayerthorpe & Area BSN February 24, 2022.
 - Hendrickson Black LLP 20th Anniversary Certificate presentation March 17/22.
 - Shop Local post on social media on March 28, 2022.
 - 2022 Town Map and Business Directory posted on social media March 29, 2022.
 - Mayerthorpe Hardware & Liquidators 30th Anniversary certificate presentation on April 12, 2022.

- Whitecourt Chamber, Town Whitecourt, Woodland's County and Town of Mayerthorpe Fall 2022 Economic Development Forum
- Aluminum Business Banner Program launched March 29, 2022 on social media, monthly letter to businesses, brochure updated, and e-mail to businesses.
- Business and Industry Information Presentation Folders compiled on March 31, 2022.
- Business Support Network meeting April 19, 2022.
- Alberta Hemp Alliance Conference April 21 & 22, 2022.
- Evolution Eyes April 27, 2022.
- Business meeting on May 2, 2022.
- Whitecourt & District Chamber of Commerce passed motion creating the Mayerthorpe Chapter May 4, 2022.
- Business Support Network meeting May 4, 2022.
- Economic Development Week Proclamation May 9, 2022.
- Rural Immigration Streams meeting May 10, 2022.
- Rural Development Network Enabling Housing Choice meeting on May 17, 2022.
- Whitecourt & District Chamber of Commerce Board meeting held in Mayerthorpe June 1, 2022.
- Grigg Insurance Brokers 75th Anniversary certificate presentation June 10, 2022.
- Business Support Network meeting held June 28, 2022.
- Business Support Network New Strategies for Positive Outcomes workshop on July 7, 2022.
- Rural Development Network Affordable Housing Strategy Proposal received July 11, 2022
- Sustainable Housing Initiative Enabling Housing Choice Project Grant Program Meeting with Funders July 11, 2022

- Put more staff time and resources into economic development (in-house, partnerships, etc.) Apply some time to check with current employers/businesses to define current limiting factors to growth and increased employment.
 - Business Retention & Expansion Survey launched February 28, 2022.
 - Business Retention & Expansion Survey closed March 24, 2022;
 - EDO/Communication Specialist hired April 7, 2022.
 - Economic Developer's Association Annual Conference April 6 to 8, 2022.
 - Northern Gateway Public Schools engagement meeting on May 12, 2022.
 - West Fraser - MDF industry engagement meeting on May 12, 2022.
 - Meeting with commercial business investor on May 12, 2022.
 - Tri-Expo & Marketplace in Stony Plain May 13 to 15, 2022.
 - Whitecourt & District Chamber of Commerce delegation on May 16, 2022.
 - Community Future Yellowhead East delegation on May 16, 2022.
 - Fortis Alberta meeting regarding broadband and franchise agreement on May 17, 2022.
 - Regional Forest Advisory Committee meeting on May 17, 2022.
 - Whitecourt & District Chamber of Commerce Trade Show May 27 to 29, 2022.
 - Citizen Satisfaction Survey to be distributed by EDO Fall 2022
 - Broadband information package provided to the Town by consultant on July 7, 2022
 - Community Futures Yellowhead Digital Squat Member initiative.
 - Rural Development Network housing partnership.

- Partner with Woodlands County and Whitecourt & District Chamber of Commerce on development of an Economic Development Forum for 2023.
 - Partner with Community Futures Yellowhead East on Agri Food Innovation Working Group initiative.
- Ensure a good supply of vacant housing lots in the market.
- Commercial Broker Listing Agreements approved with Remax for:
 - Plan 373CL, Block 3 Lots 22 & 23
 - Plan 8371ET, Block 3, Lot 13
 - Plan 373CL, Block 6, Lot 9
 - 8th Amending Agreement with 1742996 Alberta Ltd. completed;
 - Commercial Broker Listing Agreement Extension approved with Remax for Park Avenue Lots May 24, 2022.
 - Infill Housing & Development – Enabling Housing Choice Grant applied for and approved to create implementation, investor attraction, and infill pilot project.
- Sites for major primary employers—Railway lands, Gasoline Alley North, south of Gasoline Alley North, and east of Mayerthorpe.
- Town of Mayerthorpe Investment Profile sent to contact from Tri-Muni Expo May 30, 2022.
 - Site Link Conference at Eagle River Casino promoting residential, commercial, and industrial opportunities June 18, 2022.
 - Officials attended Innotech Field Day in Vegreville establishing agri-food and hemp cortication presence July 21, 2022.
 - Developed preliminary investment readiness profiles for major properties in the Town of Mayerthorpe.

- Continue to support Gasline Alley North owners to attract site developers and downtown vacant building owners to attract tenants.
 - Town of Mayerthorpe Agricultural Sector Study and Town of Mayerthorpe Information Guide sent to James Tessier, Regional Economic Development Specialist, North Central Alberta, Jobs Economy & Innovation at Government of Alberta on May 18, 2022.
 - Promoted Gasline Alley North opportunities at Site Link Conference held June 15 to 18, 2022.
 - Promoted Gasline Alley North in 2022 Invest Alberta Magazine.
 - Incorporated Gasline Alley North lands into investment attraction tools.

(B): RECREATION AND CULTURE

Outcome Statement in 2030:

Citizens of Mayerthorpe and area are invigorated with recreational and cultural events, information and minor-enhanced facilities. This includes being:

- Enthusiastic and informed about municipal parks, recreation and cultural facilities and events;
- Regathering socially more in community (post COVID).

Goals:

- (A.) Support and promote (in advance) recreational, cultural and social events in the community which build pride and enthusiasm amongst participants.

(B.) Enhance some recreational/cultural facilities to make them more engaging and educational.

Targets:

- 1) More positive and informed comments by citizens on social media and in community about recreation and cultural opportunities, facilities and events.
- 2) Support a new/additional “community led” inclusive community event every two years.

Strategies (How):

- Refresh public awareness of what is already available in municipal recreation and cultural opportunities/facilities.
 - Mayerthorpe Exhibition Centre opportunities/facilities spring/summer rental information post on My Mayerthorpe and Twitter February 9, 2022;
 - Cheque presentation to Mayerthorpe Diamond Centre February 15/22;
 - Mayerthorpe Exhibition Centre opportunities/facilities spring/summer rental information post on My Mayerthorpe and Twitter March 7, 2022;
 - Pump Track Club meeting re organization of summer timed competition held March 30, 2022;
 - Mayerthorpe Diamond Centre Roll a Ramp installed April 4, 2022;
 - West End Bus information post on My Mayerthorpe and Twitter along with new Town logo on buses April 12, 2022;
 - Mayerthorpe Exhibition Centre opportunities/facilities spring/summer rental information post on My Mayerthorpe and Twitter June 17, 2022.

- Increased sharing and cross promoting of Mayerthorpe Public Library information, Mayerthorpe Rodeo promotions, Fairthorpe promotions, Classic Car Show promotions, Royal Canadian Legion promotions, Lemonade Day promotions, and Pump Track Hot Wheels Competition promotions on social media.
 - Recreation Grant Cheque Presentation to Youth Society for equipment for summer programs on June 13, 2022.
 - Culture Grant Cheque Presentation to Mayerthorpe & District Agricultural Society for Fairthorpe website development July, 2022.
 - Recreation Grant Cheque Presentation to Mayerthorpe & District Agricultural Society supporting cultural activities July 2022.
 - Park Avenue Playground and Fitness Park facility information posted on My Mayerthorpe and Twitter July 20, 2022.
 - Off-leash Dog Park upgrade information posted to My Mayerthorpe August 4, 2022.
- Pursue these minor enhancements to facilities (listed in no particular order):
- Directional signage for walking trails;
- Canada Community Revitalization Fund (CCRF) application approved to pave 1,000 sq m of walking trail and install yellow centre line and painted bike path directional signage February 10, 2022.
 - CCRF RFP issued April 18, 2022.
 - CCRF RFP closed May 3, 2022.
 - CCRF RFD to Council May 9, 2022 where Spectre Systems was awarded project.
 - Agreement with Spectre Systems completed May 28, 2022.
 - Project startup scheduled for end of September, 2022.

Day use at Little Paddle River Park;

Cultural storyboards;

Trestle storyboard;

Expand BMX/Skateboard Park for other uses for kids eg. Basketball court, more bleachers;

- Contacted Local 124 Skateboards and Longboards regarding hosting a competition at the park in 2022 February 9, 2022.
- Met with citizen regarding establishing a Skateboard Club in Mayerthorpe on February 18, 2022.
- Skateboard Club community meeting held March 30, 2022.
- Edmonton Community Foundation confirmation of grant to purchase second set of bleachers June 3, 2022.
- Mayerthorpe Pump Track Hot Wheels Competition Poster received May 12, 2022.
- Additional bleacher purchased and installed at Pump Track on June 16, 2022.

Community Garden Improvements;

- Fortis Grant application submitted for raised garden beds and accessibility improvements at the Community Garden January 27, 2022.
- Concrete sidewalk blocks put in place May 2022.
- Raised garden beds constructed and put in place May 2022.
- Dead spruce trees removed July 18, 2022.

Dog Park Shelter.

- Playground equipment brought to Public Works Shop for modifications July 7, 2022.
- Shelter brought to Public Works Shop for repair July 18, 2022.

- Playground equipment installed at Dog Park July 20, 2022.
- Shelter relocated to Dog Park on August 3, 2022.

(C): INTERMUNICIPAL COOPERATION

Outcome Statement in 2030:

Intermunicipal relations are characterized as strong, including:

- Thinking and working jointly with regional perspective;
- Sharing resources;
- Continuous positive collaboration.

Goals:

(A.) Enhance working relationships with neighbouring rural and urban municipalities, to maximize economical delivery of municipal services to all and plan effectively for a jointly successful future.

(B.) Establish a base government-government relationship with area First Nations.

Targets:

- 1) The relationships are “felt” to be far better in 2025 than they were in 2021.
- 2) More work is done jointly between applicable municipal entities (including indigenous).

Strategies (How)

- These will be evolved jointly with municipal partners.

- Town of Mayerthorpe applied to Rural Transit Solutions Fund for West End Bus Enhancements in partnership with Woodlands County and Lac Ste. Anne County February, 2022.
- Salt acquisition from Town of Whitecourt reducing costs and travel time sourcing salt February 28/22.
- Roy Pogorzelsi, RWO Consulting delegation regarding indigenous recognition of treaty lands March 21, 2022.
- Town of Mayerthorpe applied to Federation of Canadian Municipalities - Municipal Green Fund - Capital on behalf of the Town and Lac Ste. Anne County for Ste. Anne Emergency Response Centre - Solar Panel Project March 31, 2022.
- Intermunicipal Collaboration Framework Agreement signed April 4, 2022.
- Settlement Agreement signed April 4, 2022.
- Recreation Agreement signed April 4, 2022.
- Joint Press Release with Lac Ste. Anne County regarding Intermunicipal Collaboration Framework Agreement April 12, 2022.
- Woodlands County Funding Agreement Negotiations June 9, 2022.
- Lac Ste. Anne Regional Municipalities meeting held June 13, 2022.
- Intermunicipal Collaboration Framework Committee meeting held June 21, 2022.
- 2022 Mayerthorpe Aquatic Centre Schedule publicly recognizes the Town of Mayerthorpe, Lac Ste. Anne County, and Woodlands County as contributors to the facility.
- Woodlands County and Town of Mayerthorpe Recreation Draft Funding Agreement received June 24, 2022.
- Woodlands County and Town of Mayerthorpe Recreation Agreement finalized August 9, 2022.
- Woodlands County and Town of Mayerthorpe Family and Community Support Services Agreement Finalized August 9, 2022.

- Motion C451/2019 rescinded August 8, 2022 with item to be discussed at Strategic Planning Session.