



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.

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 the community
of choice.

OUR VALUES

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

- ❖ Recognize people are the heart of Mayerthorpe.
 - ❖ Work cooperatively to grow our community.
 - ❖ Believe in collaboration.
- ❖ Reflect on our history as we embrace volunteerism and community engagement.
 - ❖ Cultivate diversity and inclusion.

PRIORITY AREAS, GOALS, TARGETS AND ACTION PLANS

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

- ❖ Economic Development;
- ❖ Recreation and Culture;
- ❖ Intergovernmental Partnerships.

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 achieve economic prosperity by growing employment, assessment, and population.

Goals:

- (A.) Encourage local spending and economic benefits to support small business (existing and future growth).
- (B.) Support existing and attract new business and industry.
- (C.) Re-establish a business network like the Business Support Network or the Chamber of Commerce (to improve communication and support the interests of the business community).
- (D.) Attract housing developments to support population growth.
- (E.) Improved connectivity.

Targets:

- 1) Two plus (2+) new businesses per year, based on total business licenses.
- 2) Gasoline Alley North at least 20% occupied by 2025.
- 3) At least one (1) new primary employer that employs ten (10) or more staff every 4 years.
- 4) Fifteen plus (15+) new residential Development Permits by 2026.
- 5) One plus (1+) new housing development in Park Avenue Subdivision.
- 6) Secure appropriate infrastructure to improve connectivity.

Strategies (How):

- Align and incorporate goals and activities/objectives within a newly developed Economic Development Strategic Plan and an updated Municipal Sustainability Plan.
 - 2021 Census Audit findings provided for a 1.74% increase in population growth over 2016 Census.

- Recognize improved services and programs that support businesses. Also promote success and provide a centralized e-space (i.e. Shop43.ca) to promote all Mayerthorpe businesses.
 - Economic Development/Communication Specialist added to Shop43.ca website, Facebook, and Twitter accounts Oct 14, 2022.
 - Updated administrative credentials and checked Shop43.ca website to ensure operability November 25, 2022.
 - EDO contacted developer of site on December 16th to discuss ways to increase site performance, security features and increase search engine optimization noting that the site currently does not draw a lot of traffic.

- Dedicate more staff time and resources into economic development (in-house, partnerships, etc.). Engage with current employers/businesses to define and assist with removing limiting factors to growth and increased employment.
 - 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.
- Met with existing business that purchased additional property on Main Street to discuss business opportunities and construction incentives on October 17, 2022.

➤ 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.
- Have shovel ready 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 Gasoline 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 Gasoline Alley North opportunities at Site Link Conference held June 15 to 18, 2022.
 - Promoted Gasoline Alley North in 2022 Invest Alberta Magazine.
 - Incorporated Gasoline Alley North lands into investment attraction tools.

- Apply to the Rural Development Network to complete a community needs assessment and housing pilot project.
 - Infill Housing & Development – Enabling Housing Choice Grant applied for to create implementation, investor attraction, and infill pilot project.
 - Enabling Housing Choice Grant approval received.
 - Enabling Housing Choice Scope of Work revised and new contract signed December 15, 2022 with March 13, 2023 designated as the new proposed kickoff date.
 - EDO in discussion with Jandel Homes to discuss potential home development (Park Avenue).

- Engage with service providers for improved access to cell phone, and broadband coverage.
 - Agreements signed with proponent enhanced broadband cellular network provider June 24, 2022.
 - Engaged proponent and obtained information and draft agreement relative to enhanced broadband May 24, 2022.
 - Broadband speed test commenced October 14, 2022. (extended to January 30, 2023).
 - EDO connected with Eastlink on December 21, 2022 to confirm that 50 download / 10 upload internet speeds are available to all of the community. (Eastlink will provide presentation to council to advise of service / infrastructure availability to address internet speed challenges.
 - January 3, 2023, advised that Telus is preparing engagement to notify residents of plan for install of Telus Cell Tower.

- January 3, 2023, EDO interviewed by Whitecourt Star / Mayerthorpe Freelancer to discuss Broadband Survey and working towards improved internet service speeds.

(B): RECREATION AND CULTURE

Outcome Statement in 2030:

Citizens of Mayerthorpe and area are engaged in recreational and cultural events.

Goals:

- (A.) Support and promote recreational, cultural and social events in the community.
- (B.) Enhance recreational and cultural.
- (C.) Build our community volunteerism within all ages.
- (D.) Update the Municipal Sustainability Plan to include aspects of inclusivity, diversification, and truth and reconciliation.

Targets:

- 1) Attract one plus (1+) new regional event.
- 2) Complete four plus (4+) municipal building improvements.

Strategies (How):

- Increase public awareness of what is already available in municipal recreation, cultural, volunteer opportunities and 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.

- Assist Mayerthorpe & District Diamond Centre Society with placement of rocks on east and west side of community hall to prevent vehicles damaging hitting metal siding October, 2022.
 - Repair, repaint, and relocate outdoor skating rink shelter October 17, 2022.
- Pursue minor enhancements to:
- 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 start-up scheduled for end of September, 2022.
 - Project commenced October 18, 2022.
 - Ten directional signs and signposts added to paved portion of walking trail October 20, 2022.
 - Day use at Little Paddle River Park;
 - Cultural storyboards;
 - Trestle storyboard;
 - Expand BMX/Skateboard Park for other uses for youth 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.
 - Competition held July 23, 2022.
 - Photos of competition received August
- 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.
- Facility accessibility;
 - Automatic doors installed at Diamond Centre.
 - Roll a Ramp provided to Diamond Centre.
 - Automatic doors installed at Mayerthorpe Public Library.
 - Enabling Accessibility Program grant application submitted for Mayerthorpe Exhibition Centre Mezzanine lift and door modifications.
 - Pararamp added to 48th Avenue Sidewalk.
 - Pararamps included in Rural Transit Solutions Fund grant application for sidewalks from seniors facilities to bus shelter location.
 - Vitalization Grant Policy amended to include store front accessibility improvements.
- Mayerthorpe Exhibition Centre entrance canopy.
 - Updated quote requested from contractor on October 18, 2022.

(C): INTERGOVERNMENTAL PARTNERSHIPS

Outcome Statement in 2030:

Intergovernmental relationships are characterized as strong, resilient, and productive.

Goals:

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

Targets:

- 1) More work is done jointly between applicable municipal entities.
- 2) Meet at least annually with other levels of government.
- 3) Advocate on matters impacting the Town.

Strategies (How)

- Strategies 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.
- Highway 43 East Waste Commission approved reduced rate as requested by the Town of Mayerthorpe extending to all municipalities within the Commission's service area on July 6, 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.
- Met with Minister of Municipal Affairs to advocate for increased funding to Grant in Place of Taxes at AM Convention in September impacting Alberta municipalities.
- Met with Minister of Municipal Affairs to advocate for review of provincially exempt properties impacting Alberta Municipalities.
- Submitted letter in support of Town of Fox Creek's request for review of Alberta Utilities Commission Fees October 17, 2022.
- Submitted comments to CN regarding the proposed Extreme Weather Fire Mitigation Plan advocating for enhanced maintenance of rail right of ways within urban centres.
- Lac Ste. Anne County Regional Municipalities meeting held October 24, 2022.

- Council assess necessary drafting of resolutions to advance partnerships.
 - Intermunicipal Collaboration Framework Resolution provided to Minister of Municipal Affairs.
 - Intermunicipal Collaboration Framework Resolution passed at Alberta Municipalities Convention in September.