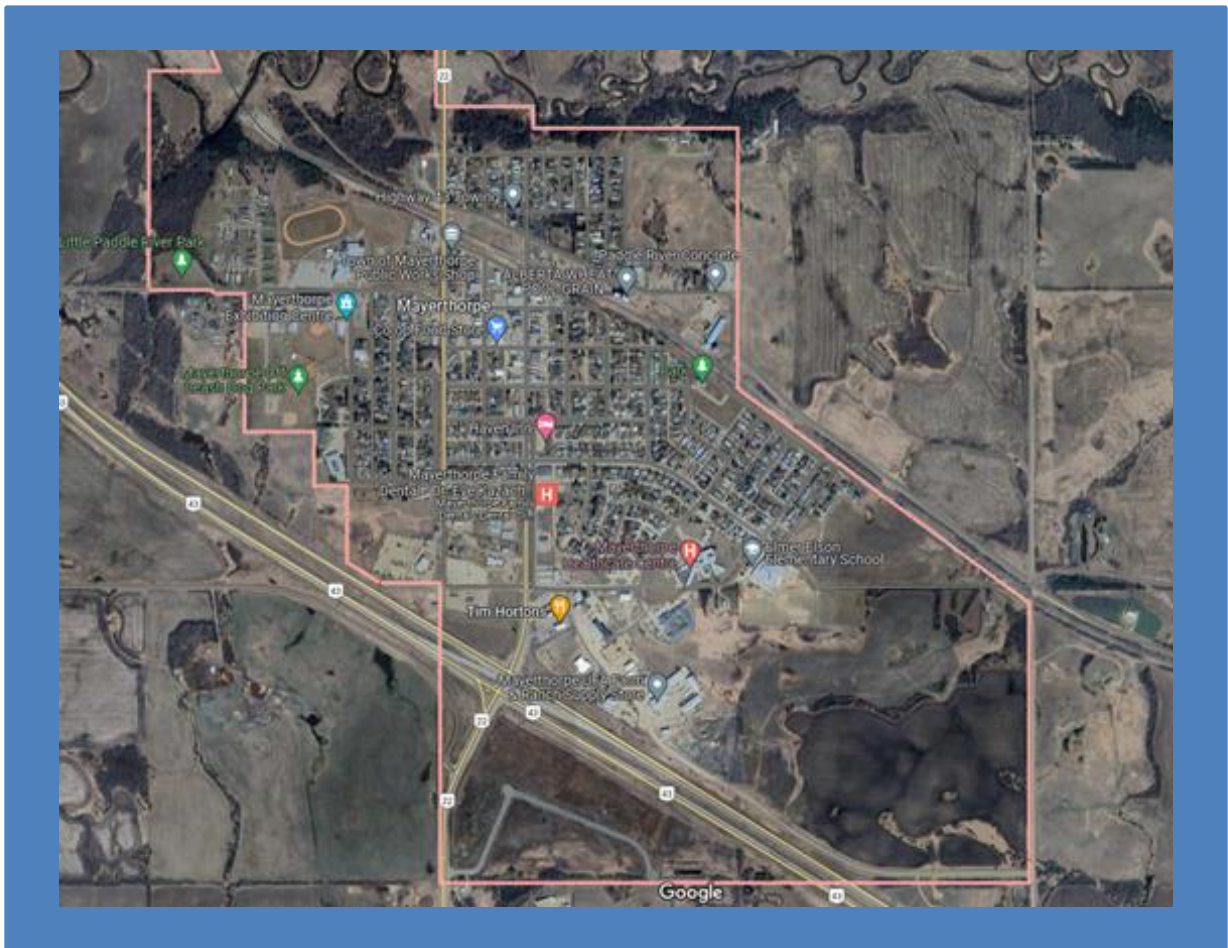




Mayerthorpe

MUNICIPAL STRATEGIC PLAN 2021-2025



LEADERSHIP

Your elected Council is listening and has identified community opportunities 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 (February 2024 to October 2025)



Back Row - Left to Right: Councillor Sonnenberg, Councillor Mason,
Councillor Burns, Councillor Wells,
Front Row - Councillor Greenwood, Mayor Jabush, Councillor Morton

VISION AND MISSION

Mayerthorpe Town Council & Administration are guided by strong Vision, Mission & Values statements that define who we are and where we are going.

VISION STATEMENT

A progressive, welcoming & inclusive community,
open for business now & in the future.
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
& volunteers its backbone.

Work cooperatively to build and preserve our community.

Encourage unity, diversity, dedication, and progress.

Believe in partnering and mentorship.

Learn from and respect our shared history & diverse culture as the foundation
on which to build opportunity.

PRIORITY AREAS, GOALS, TARGETS AND ACTION PLANS

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

- ❖ Community Growth & Marketing
- ❖ Recreation and Culture
- ❖ Intermunicipal Cooperation
- ❖ Municipal Services

Council endorsed these four priority areas as crucial to the future of our town. They require keen focus and maximum effort to build a thriving community & ensure a sustainable future for Mayerthorpe.

Each priority area has an Outcome Statement describing the targeted result for the community. Measurable outputs were developed for each goal to guide implementation & promote accountability.

PRIORITY AREAS

(A): COMMUNITY GROWTH & MARKETING

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 new & existing business growth
- (B.) Support existing and attract new primary employer businesses.
- (C.) Support a business network like the Business Support Network (BSN) and establish a relationship with Our Mayerthorpe Community Association (OMCA) (to improve communication and support the interests of the business community).

Targets:

OVERALL: Population – grow 1.5% by 2026.

- 1) Two (2) new businesses per year, based on total business licenses.
- 2) Gasoline Alley North has at least one occupancy by 2026.
- 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.^[11]
- Celebrate improved services that support businesses. Also promote success and provide a centralized e-space through Shop43.ca (the

success of which will be evaluated by Council and Administration in 2024) [112]to promote all Mayerthorpe businesses.

- Invest more staff time and resources into economic development (in-house, partnerships, etc.) Invest the time to check with current employers/businesses to define current limiting factors to growth and increased employment.
- Ensure a good supply of vacant housing lots on the market.
- Sites for major primary employers—Railway lands, Gasoline Alley North, south of Gasoline Alley North, and east of Mayerthorpe.
- Continue to support Gasoline Alley North owners in their efforts to attract site developers and downtown vacant building owners to attract tenants.

(B): RECREATION AND CULTURE

Outcome Statement in 2030:

Residents of the region are increasingly involved in and aware of recreational and cultural events, information, and minor-enhanced facilities. This includes:

- Being enthusiastic and informed about municipal parks, recreation and cultural facilities and events.
- Gathering socially in community often.

Goals:

- (A.) Support and promote (in advance) recreational, cultural and social events in the community that build pride and enthusiasm among participants.
- (B.) Enhance recreational/cultural facilities to make them more engaging and educational.
- (C.) Add Volunteer Co-ordinator position

Targets:

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

Strategies (How):

- Enhance public awareness of available municipal recreation and cultural opportunities/facilities.
- Pursue the following minor enhancements to facilities (in no particular order):
 - Directional signage for walking trails.
 - Day use at Little Paddle River Park.
 - Cultural storyboard improvements.
 - Trestle storyboard.
 - Expand BMX/Skateboard Park for other uses for kids e.g. basketball court, more bleachers, contract for PortaPotty.
 - Community Garden improvements.
 - Dog Park Shelter - pursue water source.

(C): INTERMUNICIPAL COOPERATION

Outcome Statement in 2030:

Government to government relationships are characterized as strong, including:

- Thinking and working jointly with regional perspective.
- Sharing resources.

- Continuous positive collaboration exists.

Goals:

- (A.) Enhance working relationships with neighbouring rural and urban municipalities, to maximize prudent delivery of municipal services and collaboratively plan for a successful future.
- (B.) Establish a base government to government relationship with area First Nations.

Targets:

- 1) Relationships are deemed to be better in 2025 than they were in 2021.
- 2) More work is done jointly among municipal entities (including First Nations).

Strategies (How)

- Joint, collaborative evolution with municipal partners.

(C): INTERMUNICIPAL COOPERATION-MUNICIPAL ENFORCEMENT [113]

Outcome Statement in 2030:

Council characterizes intermunicipal relations as strong, including:

- Employing a regional perspective.
- Sharing resources.
- Sharing ideas.
- Continuous positive collaboration.
- Renewal of RCMP MOU

Goals:

- (A.) Enhance working relationships with neighbouring counties, to maximize delivery of municipal enforcement services and collaboratively plan for a successful future for all.
- (B.) Continue joint training and exercises.

Targets:

- 1) The relationships are far better in the future.
- 2) More collaboration between Town and neighbouring counties.

(D): MUNICIPAL SERVICES

Outcome Statement in 2030:

With municipalities being in the “quality of life” business, the hundreds of quality-of-life services are strong and supported by the operating and capital budgets.

- Public complaints are regularly addressed.
- Residents’ wants, needs and expectations are managed and met as is reasonably practicable.

Goals:

- (A.) Capital plans reflect growing needs^[JJ4].
- (B.) Capital plans reflect infrastructure renewal.
- (C.) Capital plans reflect service enhancements.
- (D.) Operating plans reflect special projects.
- (E.) Long term planning assumes population and community growth.

Targets:

- 1) Modest tax increases reflect the desire for growth and enhancement.
- 2) Modest tax increases reflect the reality of inflation.
- 3) Modest tax increases reflect support for necessary debt.

Strategies (how^(JJ5)):

- Road Condition Assessment to be completed and recommendations incorporated into Project Plan Projection.
- Police costs will be separated from municipal tax rate.
- Fire succession plan to be created outlining financial impacts to provide for a full time Fire Chief.
- Fire Reserve to be increased and grant partnership to be established to allow for a new fire truck.
- Update the Parks, Recreation, and Strategic Plan.
- Intermunicipal Collaboration Framework Committee to continue to advocate for increased funding for Recreation.
- Social Needs Assessment to be completed to identify key priorities to address issues, gaps, and opportunities in community services.