

TOWN OF MAYERTHORPE
STRATEGIC PLANNING SESSION

February 8, 2009

Mission

- ◆ The ongoing development of a safe, healthy and successful community.

Vision

- ◆ The Town of Mayerthorpe takes pride in being:
 - a positive, sustainable, progressive, inclusive community
 - a safe, affordable place to work, live, learn and play
 - accepting of challenges, and moving forward

Goals

Goal 1

Studying, planning, funding, and partnering to provide cost effective infrastructure for the future

Goal 2

Developing communication and marketing strategies – (Initiate, educate, and evaluate in regards to council and key players actions.

Goal 3

Encouraging cooperation between the various levels of government and other agencies

Goal 4

Addressing administrative and workload requirements

Goal 5

Investigate infill incentive (commercial and residential)

Goal 6

Community recognition to revitalize community pride

One Year Actions

Increase communication

- send the public input results to attendees and invitees
- put input results in the newsletter and website
- meetings with MLA and MP to discuss issues (schedule these meetings)
- group similar comments from input session and put on Mayor's computer
- explore electronic newsletter
- put a piece in newspaper
- put community events on a sign
- quarterly newsletter
 - staff and Council contribute to this newsletter
- annual summary newsletter included with the tax bill (present the highlights)
- *evaluate effectiveness of our communication through a survey
 - mail, phone, in person, community, TV channel
- annual public consultation session

Infrastructure

- ◆ Arena/swimming pool
 - hire Project Manager
 - Tender
 - public consultation/user group consultation
 - get the old pool up and running for this year
 - budget for this
 - continue to work with the two Counties and M.A.R.P.C.
 - keep public aware of progress
 - public fundraising?
- ◆ Water and sewer line extension
 - apply for grants
 - tender and construct (by September)
 - upgrade existing sewer lines
- ◆ Sidewalks
 - set money aside for new sidewalks
- ◆ Roads
 - look at oiling roads (test project)
 - prioritize what roads to oil
 - look at buying our own machine; or cost share with county
 - dust control debenture money
 - effective drainage (put in culverts) and identify problem areas
- ◆ Development
 - discuss incentives
 - identify areas where we may give incentives
 - partner/discuss with Mills Acres
 - Council vs. developers; are we looking for a profit
- ◆ Dog Pound facilities

Seniors/Health

- ◆ Work towards a new lodge
 - lobby MLA
 - build a new building or fix the old one
- ◆ Billboard on highway to advertise for seniors services
- ◆ Partner/communicate with Counties
- ◆ Identify health care needs for town
- ◆ Replace the bus and ensure it is operated efficiently

Volunteers

- ◆ Hold annual recognition event
 - Give them supper and reward
- ◆ Recognize volunteers on billboards
- ◆ Help advertise for recruitment
- ◆ Create a list of all volunteer organizations
- ◆ Define town role with volunteers
- ◆ Partner with volunteer organizations to work towards a common goal
 - e.g. arena and pool construction

Economic Development

- ◆ Look at tax incentives for businesses
- ◆ E.D.C. to promote to students
- ◆ Promote entrepreneurship program to youth
- ◆ Develop Paddle River Park
- ◆ Explore starting a Farmers Market
 - Provide an honorarium to someone to lead
- ◆ Recognize new and/or successful businesses
- ◆ Encourage bio-mile
 - with Chamber of Commerce
- ◆ Explore joint Economic Development Officer with the county
- ◆ Define Councils role in Economic Development in cooperation with E.D.C.
- ◆ Celebrate successes of E.D.C.

Education

- ◆ Attract post-secondary education
- ◆ Communicate with potential partners

Major Capital Goals

5 Years

- ◆ Water Treatment Plant
 - \$1 million
- ◆ Lagoon expansion
 - \$400,000
- ◆ Sewage line replacement
 - \$100,000

- 2 miles to be replaced
- ◆ Regional Water Line (study)
 - \$3 million
 - reserve planning
 - or new water source
- ◆ Remote read water meters
 - \$300,000
- ◆ Pleasantview Lodge
 - \$500,000 plus
- ◆ Roads
 - 2 million
- ◆ Sewer Lines
 - \$100,000
- ◆ Sidewalks

10 Years

- ◆ Curling Rink
- ◆ Water line construction
- ◆ Overlay on roads
- ◆ Industrial /commercial roads
- ◆ Recreation
 - trails, Splash Park
- ◆ Library

15 Years

- ◆ Seniors facilities
- ◆ Land annexation
- ◆ Cemetery expansion
- ◆ New town office

What are some of the accomplishments or successes of the town over the past year?

- ◆ Increased communication with both Counties
 - e.g. arena
 - regional issues
 - water line
- ◆ New fire truck
- ◆ Development of property maintenance and unsightly premise bylaw
- ◆ Light bulb give-outs by Council
- ◆ Riverbank maintenance
- ◆ Main Street overlay
- ◆ Fallen Four opening
- ◆ Song by Corb Lund
- ◆ Increase of Council's profile
- ◆ New CAO on Board

What are some of the issues or challenges we are facing as a town?

- ◆ Arena
- ◆ Infrastructure
- ◆ Development
- ◆ Funding shortfalls
- ◆ Seniors lodge
- ◆ Trails
- ◆ Challenging of Council's by-laws
- ◆ Retention/attraction of volunteers
- ◆ Making things better for seniors and handicapped
- ◆ Gossip and mistruths
- ◆ Accurate communication
- ◆ Perception that the Freelancer is not a local paper
- ◆ Curb appeal/buildings appearance
- ◆ Attract and retain businesses
- ◆ Is it Council's role to attract business
- ◆ No business interest at Chamber
- ◆ Conflict within groups in town
- ◆ Look at diversification or do what we do better
- ◆ Dealing with recession
- ◆ Gravel streets
- ◆ Solidifying County relationships

Next Steps

- ◆ Implement this action plan
- ◆ Prioritize this action plan
- ◆ Identify what is Town vs. shared ventures
- ◆ Consensus on what we are going to do
- ◆ Do succession planning and change roles on committees and boards
- ◆ Review plan; put review on meeting agenda
- ◆ Hold one day meetings once or twice per year
- ◆ Budget considerations for what we want to do