

Town of Mayerthorpe

Strategic Planning Session

December 19, 2010



Government of Alberta ■
Culture and Community Spirit

Town of Mayerthorpe Strategic Planning Session

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Background:

Mayerthorpe Town Council scheduled a Strategic Planning Session for December 19, 2010, to allow the Council to create new multi year goals which will align with the Municipal Sustainability Plan, Community Diversification Plan, Tourism Plan and Infrastructure Plan.

Delivery

The Strategic Planning Session took place as planned December 19, 2010, at the Town Office in Mayerthorpe.

Who attended: 6 Council Members, the Mayor, and the Chief Administrative Officer.

Rick Moyse of Alberta Culture and Community Spirit facilitated the session.

Results

Participants reflected on the past and current activities of the Town and Council, identified obstacles, and created both short term and long-term goals and actions for providing direction to Town Administration over the next several years.

Reflecting on our Past, and Current Work of the Town of Mayerthorpe Council

What have been the key events of the past couple of years?

- The new arena
- The new lodge
- The water treatment plant upgrade and expansion
- New force main to the lagoon, lift station upgrade, and sanitary sewer upgrading
- The outdoor skating rink
- The toboggan hill
- The outdoor swimming pool demolition
- Sidewalk substantial replacement
- The oiled/cold mixed roads pilot project
- Extensive community engagement
- Tourism Plan completion with goal of completing a regional tourism plan
- Municipal Sustainability Plan completion
- Diversification Plan completion
- Partnering with neighboring municipalities

What have been the most difficult / frustrating parts of the past year for you?

- The arena insurance
- Pool and arena fundraising
- Having to put the pool on hold in order to raise arena funds
- Pool standards changed provincially
- The lack of new home construction
- The legal case
- Lack of new businesses
- Difficulties for existing businesses
- Developers not getting started
- The cost of replacing sidewalks and other infrastructure
- The restrictions on how municipalities can and cannot raise funds
- The lack of consistency in MSI funding
- Enrollment in the elementary school is down
- There are more houses, but the population isn't keeping up
- New demographic realities
- The decline of small farm agriculture
- The decline in cattle operations

What do you personally feel the most proud of?

- Running the community in the black
- Being able to keep the mill rate down (no large tax increases)
- There are lots of residents who are volunteering
- Getting people involved in positive activities
- The people of Mayerthorpe and area
- Businesses improving their storefronts – pride in the properties

What would you have liked to have done that you didn't get a chance to do?

- Get developers moving on projects
- Pool construction
- Have the arena functioning
- Better hotel accommodations

What are the major issues we need to deal with?

- The funding required to construct the new pool
- Road and sidewalk infrastructure repair and development
- Develop partnership agreements with neighbors
- Communication with the public
- Finding out what the public wants
- Getting more people involved and engaged
- Sidewalk to the new lodge
- Water infrastructure
- Our relationship with the County
- Town visual image / appearance
- Negative attitudes in town
- Downtown vacancies
- Gravel roads not hard surfaced (expanding cold mix use)
- Drainage
- Road from the UFA to the new lodge, and the UFA corner

What are the next steps we need to take to move ourselves forward?

- Encourage the growth of homes and businesses
- Support new uses for the old Lodge
- Work toward a permanent water source

What is the timing right for now?

- Attract more families to the community
- The potential for additional students from Sangudo
- Attract small business
- Private developers to develop seniors housing
- Opportunities for the old lodge to transition to affordable housing

What is the timing not right for now?

- No more debt
- Getting funding from industry (donations)

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

Community recognition to revitalize community pride

What are some of the accomplishments or successes of the Town in 2009?

- 60 Acres Highway Frontage Sold
- 48th and 51st Street Sidewalk Replacement
- 50th and 48th Ave Sidewalk Replacement
- 47th Street and 46th Ave Sidewalk Replacement
- Sidewalk Crack Repair throughout Town of Mayerthorpe
- 50th and 51st Street Cold Mix
- 47th Street and 46th Ave Waterline Replacement
- Municipal Sustainability Plan 75% Complete
- Diversification Plan 80% Complete
- Outdoor Skating Rink Constructed
- Toboggan Hill Constructed
- Walking Trail – Phase I Constructed
- Paddle River Bank Stabilization Completed
- Skate Board Park Upgrade Completed
- Street Light at Dundee Park Installed
- Back Up Electrical Generator at Town Officer 90% Completed
- Pandemic Plan Completed
- Water Treatment Plant Monitor Installed
- Public Works Truck
- 47th Ave Paving
- Community Events Sign on Hwy 22 North
- Facilitated formation of Mayerthorpe and Area Aquatic and Recreation Society
- Facilitated formation of Mayerthorpe and Area Farmer's Market
- Remote Water Meters 20% Completed
- Hwy 43 "Town of Mayerthorpe" Signs Solar Lighting Installed
- 47th & 48th Ave and 49th Street Sidewalk Replacement
- New Handicapped Parking Stalls
- 40 Development Assets Philosophy Implemented
- Pool society formed
- Remote water meters installed
- Community events sign
- Highway signs

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

Increase communication

- Meetings with MLA and MP to discuss issues
- Group similar comments from input session and put on Mayor's column
- Explore electronic newsletter/our connection NOT COMPLETED (Facebook page was an MSP initiative)
- Put a piece in newspaper
- Quarterly newsletter
- Staff and Council contribute to this newsletter
- Annual summary newsletter included with the tax bill
- Evaluate effectiveness of our communication through a survey
- Mail, phone, in person, community, TV channel
- Annual public consultation session NEWSLETTERS SENT TO SURROUNDING AREA
- Communication survey
- Recreation program booklet
- Town ads consolidated in newspaper

Infrastructure

Arena/Swimming Pool

- Tender ARENA, PROJECT MANAGER and PRIME CONSULTANT IN PLACE FOR POOL
- Public consultation/user group consultation
- Get the old pool up and running for this year POOL CLOSED
- budget for this
- Continue to work with the two Counties and M.A.R.P.C.
- Keep public aware of progress
- Public fundraising and grant applications

Water and Sewer Main

- Construct and complete extension
- Upgrade existing sewer lines
- Research land for upgrading lagoon
- Remote water meter upgrades

Sidewalks

- Repair and/or install new sidewalks

Roads

- Look at oiling or cold mix for roads (test project)
- prioritize what roads to oil
- Cost share road machine with county UNCLEAR DIRECTION
- Effective drainage (put in culverts) and identify problem areas ONGOING

Development

- Implement incentives
- Identify areas where we may give incentives
- Partner/discuss with Mills Acres and other developers
- Convert lift facility to dog pound facility LOOKING AT OTHER OPTIONS
- Analysis of future use of RCMP Century Centre

What are some of the accomplishments or successes of the Town over the past year CONT'D?

Seniors/Health

- Build new lodge
- Partner/communicate with Counties
- Identify health care needs for town
- Replace the bus and ensure it is operated efficiently OUTSTANDING
- Continue to participate on the Physician Recruitment Committee DELETE
- Expand Bussing Program
- Discuss with the RCMP their senior's preventative programs

Volunteers

- Hold annual recognition event
- Give them supper and reward
- Recognize volunteers on billboards
- Develop a volunteer of the month award
- Community services responsibility
- Help advertise for recruitment
- Create a list of all volunteer organizations
- Define town role with volunteers UNCLEAR DIRECTION
- 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 UNCLEAR
- Monitor Paddle River Park UNCLEAR
- Continue Farmers Market
- Recognize new and/or successful businesses
- Explore joint Economic Development Officer with the County
- Appoint council member to the Cowboy Trail Committee
- Explore incorporating Tourism with
- Explore joint economic development concept OUTSTANDING
- Clarify role and relationship with Chamber of Commerce and Tourist Information Booth
- Evaluate EDC successes

Education

- Attract post-secondary education OUTSTANDING
- Communicate with potential partners
- 40 Developmental Assets Program

One Year Actions Completed by Town Function

Council

- Laptops for Councillors and Administration
- Hold a Strategic Planning Session
- Budget for election expenses
- Examine hiring additional administration support contract staff

Fire

- Look at fireworks bylaw

Emergency Response Centre

Bylaw Enforcement

- Increase visibility
- Continue with same priorities

Public Works

- Policies

Public Transit

- West End Bus Recreation Program
- Cost sharing for WEB Coordinator

Water

Sewer

Waste Disposal

- Renew contract

Recycle

Compost

Family and Community Support Services

- 40 Developmental Assets

Cemetery

- Tree planting along new road

Planning & Development

- Increasing cost for contract planners UNCLEAR

Economic Development

- Additional Hanging Blower Baskets
- Banners
- Fallen Four Marathon
- Lighting at 'Welcome To' sign at Highway 43

Subdivision

Swimming Pool

- Apply for federal grant NO GRANTS AVAILABLE
- Keep pool operational POOL CLOSED

Recreation

- Lighting at O/D Skating Rink and Toboggan Hill
- Netting at O/D Skating Rink

Library

One Year Actions by Town Function - Carried Forward to 2011

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One Year Actions by Town Function - Carried Forward to 2011 CONT'D

Disaster Services

- Consider succession planning

Public Works

- Water and sewer extension for the pool
- Part time administration person

Airport

- Upgrade/Install runway lights
- Secure caretaker

Public Transit

- Build Bus Shelter

Economic Development

- Berm at Truck Parking Lot

Recreation

- Complete Phase 2 of Walking Trail 2011

Major Capital Goals

5 Years

Water Treatment Plant 2010 / 2011

- \$1 million

Lagoon expansion 2010 / 2011

- \$400,000

Sewage line replacement

- \$100,000 DONE
- 2 miles to be replaced

Regional Water Line (study) APPLICATION FOR STUDY COMPLETED

- \$3 million
- Reserve planning DONE
- New water source
- Remote read water meters 2011, 2012, 2013

Pleasant View Lodge DONE

- Roads
- 2 million

Sewer Lines 2011

Sidewalks 2011, 2012, 2013

10 Years

Curling Rink

Water line construction

Overlay on roads

Industrial /commercial roads

Recreation

- Trails, Splash Park

Library

15 Years

Seniors facilities

Land annexation

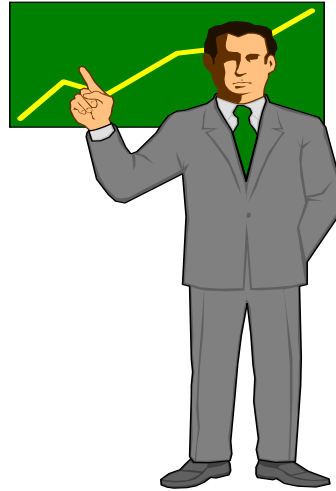
Cemetery expansion

New Town Office

Keeping Your Strategic Plan Alive

Implementation

- Adopt The Plan Formally
- Assign A Plan Coordinator
- Establish A Plan Calendar



Monitoring

- Have your monthly report linked to your goals
- Review the Plan every 2- 3 months, status report of where things are
- Assign tasks to people
- Have Council review the Plan each year, and identify priorities for the year

Evaluation

Evaluation Is Done To Improve a System, Process To Make It Better In The Future



or Plan and

Evaluation has two purposes:

- To determine our progress towards the goals
- To make any changes necessary for the upcoming period

We Evaluate:

- THE PAST - compares what we did with what we said we were going to do
- THE PRESENT - reassess the plan in light of today's situation
- THE FUTURE - are we still headed the same way?