



Town of Minto

Strategic Plan 2013 2018 Update

“If your plan is not working, pivot. If it is working, do more of it!”. [Amber Hurtle, Brand Strategy & Leadership Consultant](#)

Strategy without tactics is the slowest route to victory, tactics without strategy is the noise before defeat. [Sun Tsu, Ancient Chinese Military Strategist](#)



Strategic Plan
2013

The framework

- Vision, Mission, Actions 40% actions complete or partly complete – 2 year review 2015 2018 public meeting
- Policies to attain long term vision
 - “Council may take no action contrary to the Official Plan” (County 5 year review done in 2014)
 - New Provincial Policy boundary expansions 5 year review 2019-20

Official Plan
(County of Wellington)
1999 (Updated 2011)

Integrated
Community
Sustainability
Plan & Culture
Plan 2011

Asset
Management
Plan 2013-14

Financial
Plans DWQMS
2015

Fire Master
Plan 2017

Succession
Plan 2017-
2022

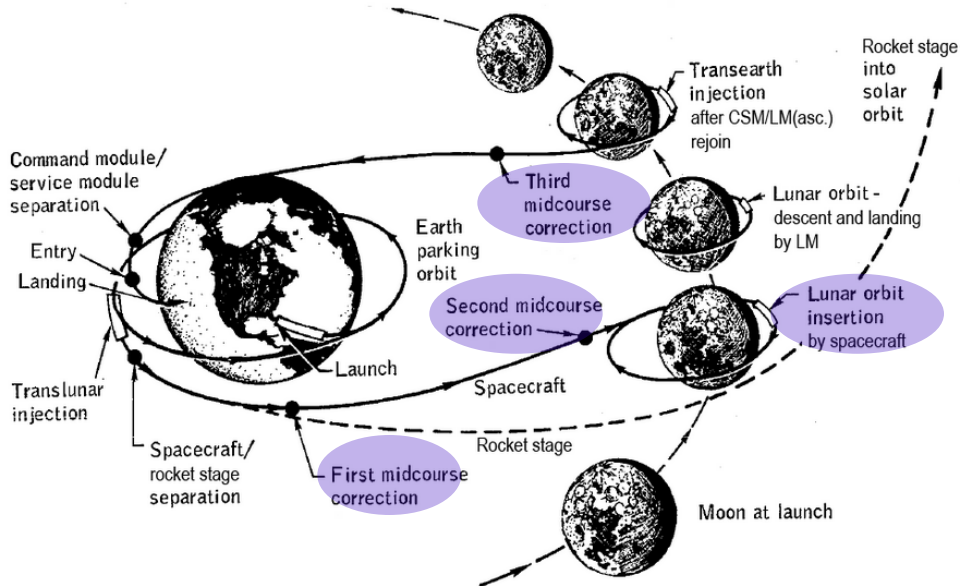
Specific
Planning
Documents
Policy
Direction

Departmental Business Plans

Budget Implements
Council Directions



Strategic Plan History



July 1969 Apollo 11 made it on to the moon and back to earth with four major course corrections

Eagle landed on the moon with seconds of fuel left using manual control. Columbia the only part of the craft to return to earth remained in orbit.

The computers on the mission = same capacity as a cell phone. Human ingenuity.

- 2006 Strategic Plan, 2009 Update, Gilbert Davis Communications; broad community consultation
- 2012-13 Strategic Plan review in six key areas, over 100 people take part in nine meetings
- 98 Actions within 9 Core Business Areas; new implementation process; branding “Where your family belongs.”
- September 2015 public meeting no speakers; electronic workflow, municipal service corporation, aging community initiatives
- June 2018 report on further specific changes



Vision & Mission

Vision

A friendly, safe, affordable, family oriented rural community built on a foundation of respect, volunteerism, and prosperous business, and sustained by people who value neighbourliness, fairness and inclusiveness.

Mission

Cost effective and responsive local government through superior customer service, internal stability and efficiency, and promoting responsible economic growth, healthy lifestyles and respect for the natural environment



The Vision is the beacon in the distance. Navigating by Mission. To accomplish our goals



Guiding Principles

- Community identity “one Town feel”
- Transparent
- High level customer service
- Diversified, accommodating, versatile workforce
- Quality and affordability
- Partnerships
- Community engagement
- Environment
- Business and community development
- Authentic heritage



The Vision is the beacon in the distance. Navigating by Mission. To accomplish our goals



Core Business Areas

- Economic Development (12)
- Financial Strategy (8)
- Emergency Services and Health (10)
- Recreation and Facilities (9)
- Tourism and Culture (12)
- Planning and Development (13)
- Agriculture and Environment (12)
- Public Works (8)
- Governance and Leadership (14)
- Total = 98 40 (ST) 21 (MT) 3 (LT) 34(OG)





Implementation

- **Timelines**
 - 5 year time frame, up to 10 years maximum
 - Report annually to Council on plan
 - Reference at budget, staff reports
 - Amend the plan if actions change
 - Consult once every 2 years; full review every 5
- **Evaluation**
 - Performance measures, MIDAS information, compare
 - Include in Budget Business Plans
- **Brand Positioning - Where your Family Belongs**





2015 Next Likely Activities

- *Economic Development BRE, labour force work, improved community signage*
- *Financial procurement & asset management*
- *Fire initiatives with area municipalities*
- *Tourism/culture agri-tourism and events, IPM 2016*
- *Recreation Urban Area Trail Link, marketing, promotion, cemetery management plans*
- *Planning key procurement, short form wording enforcement*
- *Ag & Environment community sustainability, Trees for Minto support agri-business IPM 2016*
- *Public Works unopened road allowance policy, financial side of fleet management plan; hybrid fuels*





Some Key Actions since 2015

- In-migration programs 4.2 (Alumni Attraction, Filipino out-reach County Immigration)
- Expand Community Improvement Plan 4.6 (expanded plan approved Fall 2015)
- Fair and transparent procurement 5.7 (new by-law purchasing bylaw 2017)
- Innovative and visible means to communicate emergency matters 6.10 (Minto Fire; Town Social Media)
- Trail Links in Partnership 7.2 (Acquire White's Junction Trail; link Palmerston-Harrison 2016-17)
- Structural Grants in Community Improvement Plan 9.3 (Old Post Harriston, Brett Young Clifford, Former Mac's Palmerston 2016-17)
- Environment Friendly Development 9.7, urban forestry 10.2 (Tree Policy 2016)
- Succession Plan 12.7 (considered in 2017- 2018)





More Key Actions since 2015

- Fleet Management 11.5 (Works vehicle replacement plan \$500,000+ 3 vehicles become one)
- Grants 5.1 (many infrastructure projects Harriston, Clifford Downton)
- Innovation 12.7 (recreation & facilities centralized booking, after school program)
- Maintain Enhance Minto Fire 6.4 (Fire Master Plan, Community Outreach)
- Streamline community development 9.1 (industrial park, Ann Street, Field of Dreams secondary plans)
- Water & Sewer 11.1 (New water & new waste water bylaws govern activities in key areas)
- Youth and wellness 6.0, 8.7 etc.





Section 7.0 Recreation

7.0 Maintain and enhance recreation opportunities to increase **physical literacy** to benefit persons of all ages and abilities using existing well maintained parks and facilities, and ensure the location, supply and availability of major facilities considering the cost as well as community development benefits.



7.4 Promote and pursue in partnership with trail groups and landowners a trail link from Palmerston to Harriston to Clifford, and develop additional trails, paths and walking tours throughout each area to link parks, natural and historic areas. **Promote awareness of local trails through association membership, brochures and website.**





S 7.0 Recreation continued

7.7 Develop design plans in consultation with the public, for urban areas that link parklands, trail systems, facilities and identify future works needed to improve recreation infrastructure. **Complete a Parks, Recreation and Facilities Master Plan to assist with overall planning within a 5 to 10 year scope.**

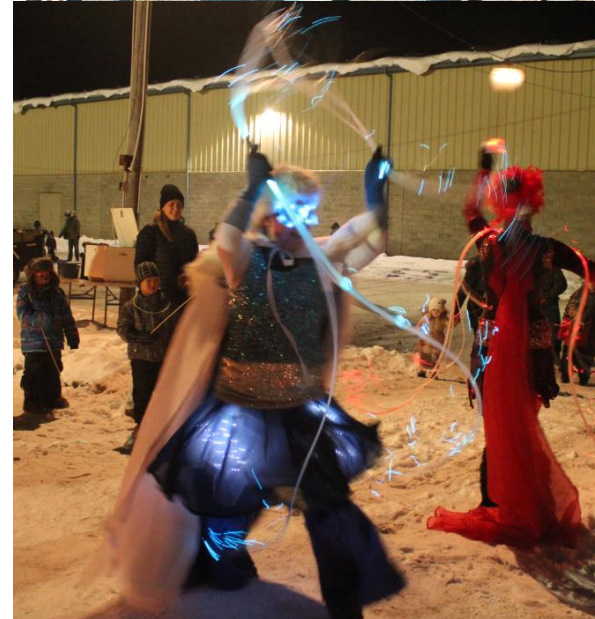
7.9 Upgrade community facilities to ensure access is available for persons of all abilities in compliance with applicable regulations keeping in mind community need, affordability and standards for communities of similar size. **Utilize asset management principles when planning for community facility upgrades**





S8.0 Economic Development

- 8.5 Support development of year round tourism product such as winter sport tournaments, cultural celebrations and events including those related to Christmas and the holiday season, **and where appropriate organize and run, in partnership with local groups, a limited number of annual events that celebrate downtown activities, cultural attractions and community celebrations.**
- 8.9 Support programs that promote and develop youth activities such as a Youth Action Council in partnership with health and wellness agencies, other municipal committees and similar interest groups **where appropriate.** (replaces reference to regional tourism committee)





S8.0 Economic Dev't continued

- 8.11 Support programs that encourage active and engaged seniors, and support development of facilities and programs that required for an aging community in partnership with private business, non-profits and other government organizations (replace reference to local accommodators)
- 12.1 Implement the strategic plan in consultation with the community at all times, and draw on the volunteers, private business, non-profit groups and key individuals to assist and promote strategic goals. Operate the Town owned municipal service corporation to facilitate on-going operation of the Harriston Lion's Medical Centre and other economic development goals of the municipality.





Governance & Implementation

- 12.13 Ensure savings in time and cost as well as efficiencies are achieved using online or electronic registrations, electronic meeting formats for Council and standing committee where possible, standardized electronic filing using recognized municipal formats such as TOMRMS and in communication material by coordinating internal and external vehicles such as web sites, media relations, newsletters, bulletin boards, and printed guides.
- 13.0 6 Re-evaluate the plan every five years or with every new Council following a municipal election with full public consultation and facilitation removing completed initiatives and those that are not being pursued or are no longer relevant





Questions & Public Input

