

THE CORPORATION OF THE TOWNSHIP OF EAR FALLS

MINUTES of the Special Meeting of Ear Falls Council
Ear Falls Municipal Council Chambers
June 2nd, 2015 @ 7:30 p.m.

1. CALL TO ORDER

Mayor Kevin Kahoot called the Meeting to order at 7:30 p.m.

2. ROLL CALL

Mayor Kevin Kahoot, Councillor Jim Desmarais, Councillor Rob Eady, Councillor Tracey Simon, Councillor Daniel Sutton, Clerk Treasurer Administrator Kimberly Ballance, Paul Hicks, FOTENN Planning and Urban Design, and one (1) member of the public.

3. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF

None Declared.

4. MATTERS FOR WHICH SPECIAL MEETING WAS CALLED

4.1 Council's Strategic Planning Workshop

Mayor Kahoot welcomed Paul Hicks, Senior Planner from FOTENN Planning and Urban Design to the Meeting.

Paul introduced the Strategic Planning Process including timeline to complete the project, public consultation plan and general purposes of a Strategic Plan. This session with Council will be the second meeting about the Strategic Plan; as the first Meeting was held earlier this evening with Municipal Staff.

Paul emphasized that Strategic Planning is not a comprehensive planning process in the way than the municipality's Official Plan Review process had been. The Strategic Planning process picks out specific issues and results in a limited set of issues that are of demonstrated importance to the community.

The four components of most Strategic Plans are:

- Vision:** This communicates what the community believes are ideal conditions – as if life was perfect. It is broad and optimistic.
- Mission:** This describes what the municipality is going to do and why it's going to do that. It is concrete and action oriented.
- Goals:** Are the end result. They further break down the Mission.
- Objectives:** Are the specific actions taken to implement the Goals. There may be multiple Objectives taken to reach the Goal and may need to be completed in phases.

Paul reviewed the process of completing a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis; indicating that this is the part of the Strategic Planning process that would be completed at this Meeting.

A SWOT analysis is a common method for evaluating a community and provides a wealth of information to understand the issues facing the community. This will guide the development of the Vision and Mission Statements.

Paul led Council through the completion of the SWOT Analysis. Council discussed each category and provided input, noting that some items could be seen to be two-sided; both a Strength and a Weakness or an Opportunity and a Threat.

Following the discussion, Paul indicated that the responses from this Meeting, as well as the Staff Meeting and stakeholder interviews would be aggregated, analyzed and returned for review. This information will be used in the development of the next steps in the process. The next consultation session is anticipated to be held in late July / early August and will include a Council Workshop, Staff Workshop and a Public Workshop. As requested by Council the Council Workshop will be held following the Staff and Public Workshops to enable Council to better understand the input provided by the other groups.

Mayor Kahoot thanked Paul for his assistance and Council Members for their input.

5. ADJOURNMENT

5.1 RESOLUTION NO. 165

Moved by Rob Eady. Seconded by Tracey Simon.

RESOLVED THAT this Special Meeting of Council adjourn at the hour of 9:22 p.m.

Carried.

Mayor

Clerk