



## Minutes

### Strategic Planning Ad Hoc Committee

November 22, 2023, 9:00 a.m.

City Hall - 808 2nd Avenue East - Council Chambers

#### MEMBERS

##### PRESENT:

Chair Ian Boddy  
Vice Chair Marion Koepke  
Deputy Mayor Scott Greig  
Councillor Suneet Kukreja  
Member Steve Lowe  
Member Clark MacFarlane  
Member Trish Meekins  
Member Jen Smith

##### STAFF PRESENT:

Tim Simmonds, City Manager  
Michelle Palmer, Senior Manager of Strategic Initiatives and  
Operational Effectiveness  
Briana Bloomfield, City Clerk  
Staci Landry, Deputy Clerk

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#### 1. CALL TO ORDER

The Deputy Clerk called the meeting to order at 9:02 a.m.

The Deputy Clerk welcomed Committee members and held introductions.

#### 2. ELECTION OF THE CHAIR

The Deputy Clerk opened the floor for nominations for the position of Chair for the Strategic Planning Ad Hoc Committee. Deputy Mayor Greig nominated Mayor Boddy for the position of Chair. Mayor Boddy accepted the nomination.

The Deputy Clerk asked for any further nominations. There being no further nominations, the Deputy Clerk declared nominations closed. Mayor Boddy was acclaimed as Chair of the Strategic Planning Ad Hoc Committee and assumed the position of Chair.

**3. ELECTION OF THE VICE CHAIR**

Chair Boddy opened the floor for nominations for the position of Vice Chair for the Strategic Planning Ad Hoc Committee. Deputy Mayor Greig nominated Councillor Koepke for the position of Chair. Councillor Koepke accepted the nomination.

Chair Boddy asked for any further nominations. There being no further nominations, Chair Boddy declared nominations closed. Councillor Koepke was acclaimed as Vice Chair of the Strategic Planning Ad Hoc Committee.

**4. CALL FOR ADDITIONAL BUSINESS**

4.a Chair Boddy Re: January 2024 Meeting Date

**5. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**6. CONFIRMATION OF MINUTES**

There were no minutes for confirmation.

**7. DEPUTATIONS AND PRESENTATIONS**

7.a Presentation from the City Clerk Re: Committee Introduction

The City Clerk provided a PowerPoint presentation outlining the Committee's mandate, meeting dates and times, Board and Committee By-law, Procedural By-law, the Code of Conduct, and Council-Staff Relations Policy.

**8. PUBLIC QUESTION PERIOD**

There were no questions from the public.

**9. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED**

There were no correspondence items presented for consideration.

**10. REPORTS OF CITY STAFF**

10.a Report CM-23-019 and Presentation from the Senior Manager Strategic Initiatives & Operational Effectiveness Re: Strategic Plan Refresh – 2021 to 2023

The Senior Manager of Strategic Initiatives and Operational Effectiveness provided an overview of the report through a PowerPoint presentation.

**"THAT in consideration of Staff Report CM-23-019 respecting the Strategic Plan Refresh – 2021 to 2023, the Strategic Planning Ad Hoc Committee recommends that City Council receive the report for information purposes."**

Carried.

10.b Report CM-23-020 and Presentation from the Senior Manager Strategic Initiatives & Operational Effectiveness Re: Long-Term Strategic Plan Introduction

The Senior Manager of Strategic Initiatives and Operational Effectiveness provided an overview of the report through a PowerPoint presentation.

In response to a question from the Committee, the Senior Manager of Strategic Initiatives and Operational Effectiveness advised that the Committee will set the long-term vision of Owen Sound, gathering engagement from the community to see where the City will be in 30 years. Following that, the Committee will work to develop term of Council priorities, alongside Council and other Committees to build into the longer-term vision. Key, measurable results will be set within those Council priorities. Term of Council priorities will steer the City towards the long-term vision, while also allowing for flexibility and adaptability to change.

In response to a question from the Committee regarding how youth engagement fits into the long-term vision, the Senior Manager of Strategic Initiatives and Operational Effectiveness responded that the engagement plan will be looked at in January 2024 to identify various stakeholder groups. City staff will bring forward ways that they think they can specifically engage with each of these groups. Through strong engagement, we can gather the input that we need. As part of the project plan, a communications plan will be developed. In addition, FAQs (frequently asked questions) will be put together and the OurCity site (online engagement tool) will be used to gather data for this project. Relevant documents will be available on the OurCity site.

In response to a question about economic development, growth, and the development of the local economy, the Senior Manager of Strategic Initiatives and Operational Effectiveness noted that this could be a piece to add. It was also noted that in 2016 and 2021, the City had a 1.6 per cent growth rate, which is low compared to other municipalities in Ontario. This is a challenge that the City has experienced and there is an opportunity to change that.

The ongoing mental health and addiction crisis was acknowledged, as well as the importance of keeping these issues in mind during planning.

In response to a question from Committee, the Senior Manager of Strategic Initiatives and Operational Effectiveness advised that interaction with other

Committees could occur by means of using Committee meetings as a public meeting session and as a deputation to each of the Committees with an update on the plan, while gathering input from the Committee members.

In response to a question from Committee regarding the allocation of financial resources through this Committee, it was noted that \$100,000 was approved in the Capital Budget with \$50,000 coming from strategic plan reserves and \$50,000 from a modernization grant from the Province for 2024. Originally, it was planned that the City would retain a consultant to lead this project. However, over the past year through internal discussions, it was determined that staff could lead this project and a consultant was not necessary. It is anticipated that \$50,000 will be used to help with community engagement (promotion, advertising, renting space, and the development of toolkits that community groups can use for engagement at their own sessions). It was noted that some of the \$50,000 could be put towards compiling and theming data if needed.

The Senior Manager of Strategic Initiatives and Operational Effectiveness noted that Owen Sound is a lower-tier municipality and there is a difference between lower tier and upper tier responsibilities which will need to be a consideration for the strategic plan.

SP-231122-002

Moved by Member MacFarlane

**"THAT in consideration of Staff Report CM-23-020 respecting the Long-Term Strategic Plan Introduction, the Strategic Planning Ad Hoc Committee recommends that City Council receive the report for information purposes."**

Carried.

**11. MATTERS POSTPONED**

There were no matters postponed.

**12. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN**

There were no motions for which notice was previously given.

**13. CORRESPONDENCE PROVIDED FOR INFORMATION**

There were no correspondence items presented for information.

**14. DISCUSSION OF ADDITIONAL BUSINESS**

**14.a January 2024 Meeting Date**

Chair Boddy advised that he is unavailable for the next regularly scheduled meeting on January 10, 2024 and asked if Committee members would be available on January 24, 2024. Committee noted that they are all available for

that date. The Communications and Administrative Assistant will send an updated invitation to Committee and provide the necessary public notice.

**15. NOTICES OF MOTION**

There were no notices of motion.

**16. ADJOURNMENT**

The business contained on the agenda having been completed, Chair Boddy adjourned the meeting at 10:08 a.m.