



Minutes

Strategic Planning Ad Hoc Committee

January 24, 2024, 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
Member Steve Lowe
Member Clark MacFarlane
Member Trish Meekins
Member Jen Smith

MEMBERS

ABSENT/REGRETS: Councillor Suneet Kukreja

STAFF PRESENT:

Michelle Palmer, Senior Manager of Strategic Initiatives and
Operational Effectiveness
Staci Landry, Deputy Clerk
Emma Sweeney, Communications & Administrative Assistant

1. CALL TO ORDER

Chair Boddy called the meeting to order at 9:02 a.m.

Chair Boddy Mayor asked each Member to introduce themselves, explain why they applied to be part of this Committee, and to share their hobbies and interests.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

- 4.a Minutes of the Strategic Planning Ad Hoc Committee meeting held on November 22, 2023

"THAT the Strategic Planning Ad Hoc Committee approves the minutes of the meeting held on November 22, 2023."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

There were no depositions or presentations.

6. PUBLIC QUESTION PERIOD

There were no questions from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

8. REPORTS OF CITY STAFF

- 8.a Report CM-24-004 from the Senior Manager, Strategic Initiatives and Operational Effectiveness Re: Proposed Community Engagement Plan for the Development of the Strategic Plan

The Senior Manager of Strategic Initiatives and Operational Effectiveness prefaced her presentation to note that while the Committee is operating under a formal structure, she hopes that the members will have interactive discussions and share their input throughout the presentation.

First, the presentation provided an overview of the phases and timelines of the proposed Community Engagement Strategy which were discussed at the last meeting. The Senior Manager of Strategic Initiatives and Operational Effectiveness noted that the intent of today's meeting is to focus on the proposed community engagement relating to Phase 1: "Tell Us Your Vision," planned to occur between March and June 2024. She noted that there will be further engagement in later phases of the project.

She identified a preliminary list of proposed stakeholders to be consulted in Phase 1 and asked the Committee members for any comments or additions. Members discussed and identified that it would be helpful to group the stakeholders and then sub-group:

- Citizens (who can be connected with through community groups, faith-based groups, schools):
 - young adults;
 - students;
 - newcomers;

- differently abled; and
- marginalized and minority groups.
- Indigenous communities: Saugeen Ojibway Nation, M'Wikwedong Indigenous Friendship Centre, Great Lakes Metis Nation.
- Healthcare including:
 - acute;
 - community home care;
 - primary care;
 - public health (Grey Bruce Public Health); and
 - mental health care (Canadian Mental Health Association Grey Bruce).
- Business (which can be connected with through the Chamber of Commerce and the River District Board of Management):
 - small;
 - large;
 - service;
 - manufacturing;
 - clean energy;
 - emerging markets; and
 - tourism and culture.
- Development community: housing development, business development, and realtors.

The Senior Manager of Strategic Initiatives and Operational Effectiveness then presented the proposed engagement activities, which feature a mix of passive and active interactions, including:

- The OurCity engagement website (one option will be to use an ideas tool, electronic "vision cards") starting on March 1.
- Physical vision cards (with QR codes linking back to the OurCity website) with drop off at various City facilities (Harry Lumley Bayshore Community Centre, Julie McArthur Regional Recreation Centre, Owen Sound Visitor Centre, City Hall, Harrison Park, and the Library).
- "Engagement-in-a-bag" – this suggestion includes having various community groups pick up and drop off a pack of vision cards and

instructions to conduct their own engagement/feedback sessions independently.

- Proposed classroom initiatives to interact with youth and young people with slightly modified engagement, based on conversations with teachers and principals.
- Having a booth at three local events (a street hockey tournament in May, Pride Parade in June, a Saturday at the Farmers' Market).
- Partnering with the local Chamber of Commerce on an event to connect with the local business community.
- Hosting a public meeting and informal, interactive workshop.
- Having vision cards promoted at the Home & Cottage Expo.
- These engagement activities would be promoted through traditional media outreach including media releases and radio blasts (including ads and an interview), newsletters, digital screens at City facilities, social media, and the City's website.

The Senior Manager of Strategic Initiatives and Operational Effectiveness asked that Committee members come to the next meeting in March ready with specific community contacts to reach out to encourage participation in the proposed engagement activities.

It was noted that for engagement activities, there will be a balance between having staff present at events and enabling the community to facilitate discussion with materials and support provided by the City.

The Senior Manager of Strategic Initiatives and Operational Effectiveness anticipates that the majority of the feedback received will be submitted electronically.

She then responded to a question about the intent of the vision cards. She noted that the City is looking for big-picture, broad, and long-term ideas, looking 25 years into the future. Responses should ideally not be issues specific.

She summarized the timeline for Phase 1 Engagement as follows:

- March to June 2024 – idea collection.
- July to September 2024 – share the vision and have the Committee look for the themes.
- October to November 2024 – bring the themes back to the community, and ask, "Are these the themes we should include in our Strategic Plan?"
- Then, the Committee will refine those themes and select the priorities to proceed with.

A member brought up a concern that unhoused people will not be able to participate fully in the engagement campaign if they do not have access to the internet. The Senior Manager of Strategic Initiatives and Operational Effectiveness responded that according to statistical data, 94 per cent of people have access to the internet and that it has been an effective way to reach many people. However, by having a mix of in-person and web-based events, the community engagement is intended to be accessible for the entire community to participate in a way that works for the individual.

The Committee discussed possibly adding tourists as a stakeholder group.

It was suggested that window clings with QR codes at City facilities and bus shelters could be a cost-effective way to draw people's attention to the initiative and increase engagement. The Senior Manager of Strategic Initiatives and Operational Effectiveness noted that there was \$10,000 to cover marketing costs, including vision cards, and could include window clings, etc.

Next, the Committee discussed the specific question to appear on the vision cards. They agreed that it needs to be broad enough in this phase to capture hopes, dreams, and ideas. One side of the vision cards will include instructions with a QR code linking to OurCity, and the other side would be blank with the question across the top to prompt an idea or point-form response. After weighing the pros and cons of different questions and wordings, the Committee agreed on "Tell us your vision for the future of Owen Sound by 2050."

Lastly, the Senior Manager of Strategic Initiatives and Operational Effectiveness summarized the next steps:

- Refine and finalize the engagement plan.
- Have members brainstorm connections and community contacts and bring them to the March Committee meeting.
- Design and order vision cards.
- Set up and launch OurCity page.
- Connect with stakeholders to initiate event coordination.

SP-240124-002

Moved by Member Meekins

"THAT in consideration of Staff Report CM-24-004 respecting the Proposed Community Engagement Plan for the Development of the Strategic Plan, the Strategic Planning Ad Hoc Committee recommends that City Council approve the Community Engagement Plan, with the amendments as discussed."

Carried.

9. MATTERS POSTPONED

There were no matters postponed.

10. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

11. CORRESPONDENCE PROVIDED FOR INFORMATION

There were no correspondence items presented for information.

12. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

13. NOTICES OF MOTION

There were no notices of motion.

14. ADJOURNMENT

The business contained on the agenda having been completed, Chair Boddy adjourned the meeting at 10:32 a.m.