



Minutes

Strategic Planning Ad Hoc Committee

May 8, 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
- 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
- Emma Sweeney, Communications & Administrative Assistant

1. CALL TO ORDER

Chair Boddy called the meeting to order at 9:16 a.m. The meeting had a delayed start time due to technical difficulties.

2. CALL FOR ADDITIONAL BUSINESS

2a. Mayor Boddy Re: Changing the September Committee Meeting Date

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 March 6, 2024

"THAT the Strategic Planning Ad Hoc Committee approves the minutes of the meeting held on March 6, 2024."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

5.a Deputation from Jay Pitter, Jay Pitter Placemaking Re: Vision 2050

The Senior Manager of Strategic Initiatives and Operational Effectiveness introduced Jay Pitter, the City's consultant for the 2050 Vision.

Ms. Pitter began her presentation by summarizing her background and role at Jay Pitter Placemaking. She outlined the guiding principles of her practice and described its impact. She emphasized the importance of people-centric placemaking policies in her work. Her goal is to increase "urban equity," which she defined as access to personal wellness and health, social opportunities, and economic prosperity. She noted that the practice of placemaking can include discomfort, for example, when related to mental health or unhoused populations. However, there are strategies to navigate those potentially uncomfortable discussions in a respectful and positive way.

Ms. Pitter explained that placemaking is an ongoing process predicated on meaningful engagement, equity, and imagination. She believes that there can be joy in the process as well.

Ms. Pitter briefly highlighted some of her past projects, including accolades and awards.

Ms. Pitter described her team's edits to the 2050 Vision logo. She outlined brand colours, typography, and mood. Her team changed the colour scheme to better align with the City's current logo and added a background map to illustrate how the strategic vision will affect all neighbourhoods. She described the tone of all communications related to Vision 2050 as aspirational, actionable, informative, and accessible.

Ms. Pitter emphasized the importance of collaboration and using local expertise in placemaking. She also stated the value of both online and in-person engagement.

Ms. Pitter delivered her proposed key messages for the Committee's consideration:

- Over the past few years, the municipal landscape, in terms of both challenges and opportunities, has changed dramatically. Future Owen Sound – Vision 2050 is responding to this new reality.

- Future Owen Sound – Vision 2050 will build on the important work that informed the previous Strategic Plan Refresh.
- Future Owen Sound – Vision 2050 process will leverage existing local expertise while creating space for capacity building and collective learning.
- Future Owen Sound – Vision 2050 process will include a wide range of people and perspectives.
- Future Owen Sound – Vision 2050 initiative is being led by the municipality, but its success will be determined by the ongoing contributions of everyone.

Ms. Pitter described the people, places, and platforms to be engaged for Vision 2050.

In response to a question from Committee, Ms. Pitter noted that her team, City staff, and Committee Members will all be involved in the community engagement.

Ms. Pitter ended her presentation with the GANTT chart her team co-created with City staff for the Vision 2050. She thanked staff and the Committee for hosting her at City Hall.

Committee suggested adding tourists and neighbouring municipalities to the community engagement list.

The Senior Manager of Strategic Initiatives and Operational Effectiveness thanked Ms. Pitter for her presentation and for coming to meet the Committee in person.

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-24-017 from the Senior Manager, Strategic Initiatives and Operational Effectiveness Re: Vision 2050 - Work Plan and May 2024 Update

The Senior Manager of Strategic Initiatives and Operational Effectiveness provided an overview of the report and highlighted that the timelines and objectives were developed in collaboration with Jay Pitter and her team.

In response to a question from Committee, Ms. Palmer advised that everyone's lived experience is important, and it is critical that the City develops a wide-ranging list of stakeholders to build understanding.

In response to a question from Committee, Ms. Palmer advised that there is no benefit to engaging with large manufacturing businesses that have left Owen Sound and it will be more useful to have a forward-looking approach.

In response to a question from Committee, Ms. Pitter explained that the term placemaking was popularized in the late 1960s in response to planning. The term embodies the idea that communities get to play an active role and responsibility in creating great places where everyone thrives. She also acknowledged the growing term "digital placemaking," which refers to online placemaking in the digital world.

In response to a question from Committee about the challenges of engaging with the business community, Ms. Pitter advised that in the past, strategies such as engaging at lunchtime meetings (with employees and senior staff), lunch and learns, before and after-hours meetings, phone calls, and business improvement associations were effective in connecting with the local business communities. With respect to engaging with home businesses, she noted the importance of going to people's homes and backyards for neighbourhood chats.

In response to a question from Committee, Ms. Pitter noted that the survey will be available for students from late May to late June 2024. Her team will also visit school cafeterias during lunch with paper surveys, engage with student unions, and connect with the local YMCA to reach more youth.

In response to a question from Committee, Ms. Pitter noted that she dislikes the format of Town Halls because they are generally a place where only the loudest voice gets heard. She noted the benefit of smaller meetings, which can be more productive and kinder. She does not participate in Town Halls with any of her clients.

In response to a question from Committee, Ms. Pitter explained that to engage with unhoused individuals, it is important to connect with their trusted service providers and social service hubs.

In response to a question from Committee, Ms. Pitter explained that the team consists of herself and an urban planner. She noted the importance of her team collaborating with locals to create a community engagement team. This team could include locals who receive training, as well as municipal staff and Councillors.

SP-240508-002

Moved by Vice Chair Koepke

"THAT in consideration of Staff Report CM-24-017 respecting Vision 2050 – Lessons Learned to Date March 2024, the Strategic Planning Ad Hoc Committee recommends that City Council receive the report for information purposes."

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

12a. Changing the September Committee Meeting Date

Mayor Boddy requested that the September Committee meeting date be moved from September 11 to September 4, 2024.

SP-240508-003

Moved by Vice Chair Koepke

"THAT in consideration of additional business presented by Mayor Boddy at the May 8, 2024 Strategic Planning Ad Hoc Committee meeting, the Strategic Planning Ad Hoc Committee approves changing the meeting date from September 11, 2024 to September 4, 2024."

Carried.

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 9:56 a.m.