



Minutes

Strategic Planning Ad Hoc Committee

June 18, 2025, 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
Rebecca Ellerdiem, Community and Business Development
Advisor
Christina McLean, Committee and Executive Support
Coordinator

1. CALL TO ORDER

Chair Boddy called the meeting to order at 9:00 a.m.

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 April 30, 2025

"THAT the Strategic Planning Ad Hoc Committee approves the minutes of the meeting held on April 30, 2025."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

There were no depositions or presentations.

6. PUBLIC FORUM

There were no questions or comments 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-25-020 from the Senior Manager of Strategic Initiatives and Operational Effectiveness Re: Vision 2050 - Implementation Plan

The Senior Manager of Strategic Initiatives and Operational Effectiveness provided a presentation on Vision 2050 and the Initial Implementation Plan.

In response to a question from Committee, Ms. Palmer noted that the citizen satisfaction survey completed every few years could be used to gather input on progress being made on the plan priorities. The City Manager added that a specific example of a measurable that could be used for a Vision 2050 action would be monitoring future age demographics in relation to the theme of prosperous city and the goal of attracting an intergenerational workforce, and that these types of metrics could be developed in the future.

In response to a question from Committee, Ms. Palmer noted that the terms of reference for this Committee is until the 2050 Vision Strategic Plan is approved, and high-level actions will then go to the applicable standing committees when implementation is underway, and that the engagement plan and collaboration to further refine the actions would be outlined at that time.

In response to a question from Committee, Mr. Simmonds noted that the City has been planning for an existing staff position to focus on business attraction, economic development and external partnerships. Additionally, he noted that a report regarding potential committee structure options will be brought to Council to investigate before the next term of Council.

In response to a question from Committee, Ms. Palmer clarified that the City is planning to collaborate with businesses and external partnerships to draw industry and an engaged workforce to the area. She added that the actions

would remain flexible and thus allow for further engagement with the community and stakeholders as actions are developed in the future.

In response to a question from Committee, Chair Boddy noted that, respecting the specific action relating to hiring a climate change coordinator, Grey County has hired staff to focus on climate action initiatives and collaborate with its participating lower-tier municipalities, including the City. Ms. Palmer added that actions from the Climate Action Strategy are led by various staff throughout the City.

In response to a question from Committee, Ms. Palmer clarified that a strategic plan is the highest level of plan and is intended to identify the vision or future state of the City. It informs the official plan, master plans and asset management plans. The specific actions would be included in annual work plans.

Pat Kelly, Owen Sound resident, provided comments regarding the public's enthusiasm for the plan and that a strategic plan should inspire the community as a whole rather than focus on businesses and staff, and that this plan encompasses that view.

SP-250618-002

Moved by Deputy Mayor Greig

"THAT in consideration of Staff Report CM-25-020 respecting Vision 2050 and the Initial Implementation Plan, the Strategic Planning Ad Hoc Committee recommends that City Council:

- 1. Receive the report for information purposes; and**
- 2. Direct staff to bring forward an additional report respecting Vision 2050 and the Initial Implementation Plan, including Committee feedback from the June 18, 2025 meeting, to a future meeting of the Strategic Planning Ad-hoc Committee."**

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 10:14 a.m.