



Minutes

Strategic Planning Ad Hoc Committee

September 24, 2025, 9:00 a.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS PRESENT: Chair Ian Boddy
Deputy Mayor Scott Greig
Councillor Suneet Kukreja
Member Clark MacFarlane
Member Trish Meekins
Member Jen Smith

**MEMBERS
ABSENT/REGRETS:** Vice Chair Koepke
Member Steve Lowe

STAFF PRESENT: Tim Simmonds, City Manager
Michelle Palmer, Senior Manager of Strategic Initiatives and
Operational Effectiveness
Briana Bloomfield, City Clerk
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 June 18, 2025

"THAT the Strategic Planning Ad Hoc Committee approves the minutes of the meeting held on June 18, 2025."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

There were no deputations 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-25-029 from the Senior Manager of Strategic Initiatives and Operational Effectiveness Re: Review of Final Draft - Future Owen Sound - Vision 2050 Long-Term Strategic Plan

The Senior Manager, Strategic Initiatives and Operational Effectiveness provided an overview of the report.

In response to a question from Committee, Ms. Palmer noted that the Citizen Satisfaction Survey is used as a metric for many of the measurables as it is readily available data, specific to Owen Sound, that is statistically relevant. She added that the focus when determining metrics was to identify items that are outcome specific, statistically reliable, and readily available. The Citizen Satisfaction Survey is completed by an outside source with a 3.6% accuracy rate based on our demographics, with the next survey currently scheduled for 2027.

In response to a question from Committee, Ms. Palmer noted that the Citizen Satisfaction Survey is weighted to the demographics within the population and added that census data will be used to measure business growth.

In response to a question from Committee, Ms. Palmer noted that having reliable and statistically relevant data sources limits the metrics that can be used, and that staff can investigate if there are available statistically reliable metrics to measure items such as homelessness or data relating to tech business development specifically.

In response to a question from Committee, Mr. Simmonds noted that there is an investment attraction plan coming to a future Community Services Committee meeting, which will go into further details regarding business growth and development in the community.

SP-250924-002

Moved by Deputy Mayor Greig

"THAT in consideration of Staff Report CM-25-029 respecting the Review of Final Draft - Future Owen Sound: Vision 2050 Long-Term Strategic Plan, the Strategic Planning Ad Hoc Committee recommends that City Council approve the final draft Future Owen Sound: 2050 Vision Long-Term Strategic Plan, including comments received at the September 24 Strategic Planning Ad Hoc Committee meeting."

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

Pat Kelly, Owen Sound resident, provided comments pertaining to the draft Vision 2050 plan and metrics.

The business contained on the agenda having been completed, Chair Boddy adjourned the meeting at 9:28 a.m.