

# CK Plan 2035 Advisory Committee Meeting Minutes

April 24, 2019 - 5:30 to 7:30 p.m.  
Room 212, 2<sup>nd</sup> Floor Civic Centre, Chatham

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Attendance: Darrin Canniff  Melissa Harrigan  Joey Cycles   
Amy Finn  Stephanie Dries  Robb Nelson   
Marjorie Crew  Tracy Callaghan   
Administrative Support: Don Shropshire  Karen Loney

## MINUTES

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### 1. Call to Order

Call to order was completed at 5:30 p.m.

### 2. Declaration of Pecuniary Interest (Direct or Indirect) and the General Nature Thereof

None.

### 3. Approval of Agenda

Moved by Amy, seconded by Marjorie – approved, all in favour.

### 4. Approval of Minutes

Moved by Amy, seconded by Marjorie – approved, all in favour.

### 5. Update on Council Strategy Session

- Council met the evenings of April 1<sup>st</sup> and 2<sup>nd</sup> to understand Council priorities and completed a policy speed-dating exercise
- All the information has been gathered and Council will get together, perhaps in May, to review
- Big themes include: growth, transportation, housing, mental health/addictions, environment
- Important to make recommendations that are unique to CK
- Important to develop infrastructure to promote growth
- Shared a common vision; agreed on the major topics, but there are varying ways to be implemented
- Consultant complimented Council on their ability to work as a team
- Reviewed long-term strategic plan and the need for Council setting priorities
- Had a discussion on how to work with government
- Reminded Council of their role:
  - Represented, Policy Maker, Steward and Statutory Responsibility
- Reviewed tools that Council has:
  - Invest, Deliver, Regulate, Lead/Convene, Advocate
- Balance between staying the course and looking at what can be done for growth
- There is a level of service expected, and this discussion was around what can be done to be enhanced within the four years

### 6. Monitor Strategic Progress

Discussion purpose: To develop recommendations for CK Plan 2035 strategy framework.

Karen reviewed findings from the interviews done with each committee member; See [Appendix 1](#)

Discussion:

**Vision:** Reviewed the CK Vision [website](#).

- Language on this website shows the background of the words
- To make it alive, need Council and Community to talk about it; to connect to things occurring

- Need a one-pager that has clear language
- Anything that is decided on with Council - why are they working on it and how they are going to measure it

**Mission:** There is a corporate mission.

- Most of the other communities centre their mission around partnership
- Value of having the corporate mission to have some common language
- Message needs to be clear
- Should use as pitch
- Mayor's slogan is "Empowering CK to make a difference"
- Language on 'Belief' is powerful
- Grass root groups are working to promote CK and they would be open to using common language
- Keep it simple and repetitive
- Example from Google: "To organize the world's information"

**ACTION:** Staff to bring back other community mission

**Values:** Do the three reflect CK, like Canadian's are polite?

- What are the values of CK? Has a study ever been done?
- Need to blend the history 'culture' of CK with where we are heading
- Some plans have guiding principles
- Togetherness and collaboration/partnerships
- Do we need to add this layer of value to the CK Plan?

**ACTION:** Staff to look at values and/or guiding principle examples

**Goals:**

- Agreement that they do need to be reviewed to help make them more SMART; unclear on the way of how to do this
- Who would work on this - administration, sector champions, and committee members?
- Current goals are written inconsistently; some are process, some are outcomes
- Some of the current goals are just expected practice (accessibility)
- Don't understand, not in plain language
- Could we get other groups to evaluate the goals and ask them if they understand them? Groups could include, youth, newcomers, elderly, people living in poverty. Questions could be rated by what you think of each goal: Yes, ahh (confused), no

**ACTION:** Staff to re-work goals to bring back to the committee for review

Example would be:

Goal: Improve Infrastructure

Objective: Example of item

## 7. New Business

None

## 8. Review of Action Items

- Staff to bring back other community mission
- Staff to look at values and/or guiding principle examples
- Staff to re-work goals to bring back to the committee for review

## 9. Non-Agenda Items

None.

## 10. Next Meeting

Wednesday, May 22 from 5:30 p.m. – 7:30 p.m.

Chatham-Kent Civic Centre, 315 King Street West, Chatham, Ontario  
Room 212, Second Floor

## **11. Adjournment**

Motion to adjourn the meeting; moved by Amy, seconded by Robb – approved, all in favour.  
The meeting adjourned at 7:30 p.m.