

# Strategic Priority Advisory Committee Meeting Minutes

March 27, 2018 - 5:30 to 7:30 p.m.  
Room 212 2<sup>nd</sup> Floor Civic Centre, Chatham

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In Attendance: Don Shropshire, Bob Dye, Carmen McGregor, Darrin Canniff, James Snyder, Charlene Wranich, Amy Wilcox

Regrets: Mark Authier, Brock McGregor

Staff Support: Karen Loney

## MINUTES

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### 1. Call to Order

No declaration of conflict or disclosure of pecuniary interest (direct or indirect).

### 2. Meeting Purpose

To begin to address the 2018 committee work plan.

### 3. Approval of the Agenda

Motion for approval. Moved by James, 2<sup>nd</sup> by Charlene.

### 4. Report from the Chair

- This year would like to accomplish comparative analysis of other communities' strategic plans.
- Continue to work on process related to recruitment.

### 5. CK Plan 2035

Visual Diagram and CK Vision Summary (Attachment A)

### 6. Work Plan

- March – April timeframes (Attachment B)
- Staff created summary of other strategic plans from:
  - Sudbury
  - Regina
  - Kitchener
  - Edmonton
  - Brantford
  - Peel
  - London

ACTION: Karen to send out copies of the completed scan.

ACTION: All to review plans and identify comparators.

- Will need to create a framework for comparison
- Tactics were not included.

What are the comparators that the group wants to see?

- In the CK Plan 2035, the tactics are in business plans (BP) for the corporation; would be ideal if these could be on line. All business plans combined are over 300 pages. The BP are completed every four years with annual update.
- Would be good to have the tactics listed for the community to know what they are
- Have not completely defined the timelines for the tactics that are shown to the community.

ACTION: Don to send Darrin all the business plans.

Over 20 community groups were consulted in 2014. Would it be beneficial to connect back with various groups? Brainstorm:

- Purpose of meetings would be to:
  - Ask how do you connect in with the CK Plan 2035
  - To show what MOCK is doing in relation to it
  - To encourage collective action to move towards the vision
  - To engage them to ask how we are doing in each area?
- Could be a town hall meeting, where Council goes out to each of their community;
  - What is MOCK doing?
  - How are we doing?
  - Showcase success story of community?

ACTION: Communication to be added as an agenda item and review list of who was met with.

- Important to have a communication plan that supports building awareness on the CK Plan 2035.

Where do people feel the plan is going?

- Developed well and can work from it for moving forward
- Provides a goal line and a rallying point
- Provides common language and common sense of purpose
- Have the matrix and framework. Need to work on transparency and communication goals
- Like the ideas of the town hall meeting focused on the positive
- Good foundation
- Key to coordinator message
- Critical that staff are on board
- Good document to have everyone work in the same direction; communication is key
- Important to celebrate what is occurring
- Want to focus on what is positive; things that are wrong need to be fixed
- How we take the CK Plan 2035 and roll it out is the most important work
- Important to help people to see their connections in the plan but direct contributions and indirect
- There are items that are critical to look at like 1.4 – Develop skills; our community provides inclusive access and quality education to prepare citizen for current and future industries and life-long learning.
- Would like to know what is being worked on in relation to tactics.
- Not sure how many Councillors have bought into the plan or use it as a guide
- Needs to be a serious part of the orientation of the Council training
- Put a four year plan together that ties into the overall plan
- When budgets get reviewed, it goes through an evaluation process which includes the CK Plan
- Could the report to Council always state a line that states; “this aligns with the CK Plan in this way...” earlier in the report?
- Informed group of:
  - EmployerOne Survey response
  - CKy Organization survey to look at how businesses and organizations are preparing for the future

### Recruitment of Members

- Staff spoke with the clerk and recommendations were:
  - Notification of meeting and notes to be posted online
  - Recruitment is not recommended as all will need to reply this year
  - Skills based approach
- Committee is open so anyone can come to a meeting as a non-voting member

ACTION: Don and Karen to talk to Judy on recruitment process.

## **7. 2018 Meetings**

Meetings will take place from 5:30 to 7:30 p.m. on the following dates:

- April 25
- May 23
- June 27
- July 25 (tentative) – 5:30 p.m. to 7:30 p.m.
- September 26
- October 24
- November 28

## **8. Meeting Purpose**

Group agreed that we accomplished the meeting purpose.

## **9. Other Business**

None.

## **10. Adjournment**

Charlene moved that meeting adjourned. Next meeting June 27, 2018, 5:30 p.m. to 7:30 p.m. in Room 212 at the Chatham-Kent Civic Centre.