



# Strategic Priorities Session

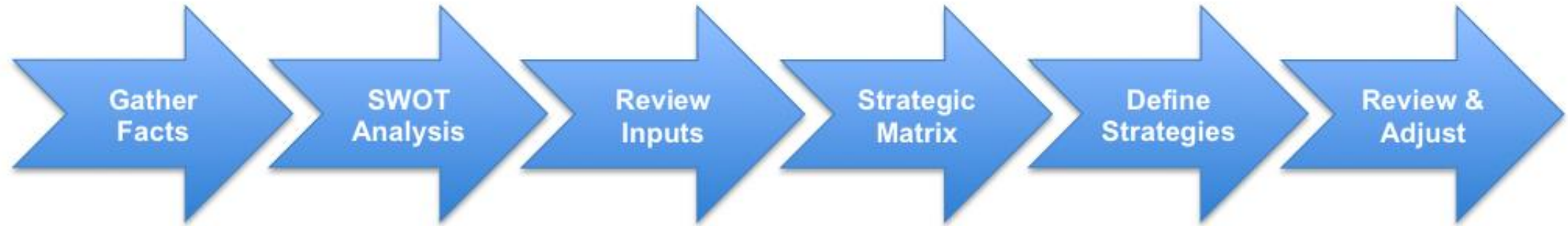
Municipality of the District of Argyle

# Council and the importance of Strategy

- New Council, new priorities, new ideas, new vision for our community.
- Strategic priorities provides needed focus.
- Informed by research and analysis of internal and external information.
- Community input, staff input, and Council input all critical elements.
- The process is as important as the result.
- COVID friendly approach to community engagement.
- Provides focus and aligns staff priorities, Council and community vision and desire.
- Resets Vision, Mission and the Pillars that define our collective work.
- Provides accountable objectives to Council and staff.

# It's a process, a process a process

- First step in a meaningful strategic session is to establish the approach.
- Measure twice, cut once.
- Strategic priorities vs Strategic plan. What's the difference?
- Change is the new normal, need to plan but not without flexibility.
- Generally heading East, but room to maneuver!



Example of a typical, traditional strategic plan process

# Gathering facts – the first step

- This has already begun – regardless of strategic priorities this must be done
- Examples of fact gathering:
  - Current funding opportunities from third parties.
  - Research updated demographic information for the region.
  - Collection of prior year priorities.
  - Collect all previous strategic documents, such as Municipal Planning Strategy, Active Transportation Plan, Capital Investment Plan... summarize and collect all information concisely, brief Council.
  - Financial analysis – historical, and current fiscal capacity, Property Assessment trends etc.
  - Collect regional plans and priorities.

# Next steps – We need you!

- We need your go ahead to do this work!
- Vision and mission statements will be updated for 2021.
- Result will be a reset of objectives for the next 3-5 years.
- The work will be done in and out of the Council chamber.
- Public engagement will use Social Media and other discussion tables – target specific demographic groups.
- Planned sessions (1-2 days) of conversations, ideally led by a third party at appropriate times.
- Develop a full process and timeline for the work

## Suggested motion of Council

- **Move that the CAO initiate a strategic priorities process on behalf of Council and the Municipality and present the process and steps to Council at our January Committee of the Whole Meeting for endorsement.**