



Chatham-Kent Community Strategic Planning Committee
(CSPC) of Municipal Council

Annual Report 2009

Brian Case, Chair 2009

Marlee Robinson, Vice-Chair 2009

Our Vision

Chatham-Kent will be the fastest growing
sustainable community in Southwestern Ontario



Presentation Outline

1. Purpose & Mandate of CSPC

2. Accomplishments/Activities

- Change in Membership
- May Strategic Planning Event
- World Day Planning Day (WTPD)

3. Next Steps for 2010



CSPC Purpose

To inspire and advise Council and community partners regarding trends that may impact the strategic priorities and implementation of the Community Strategic Plan and to track our progress in the six (6) areas of emphasis within the plan, namely health, economy, environment, culture, civic engagement, and learning.



CSPC Mandate

- Assemble and provide data and trends relevant to the Community and Municipal Corporate Strategic Plans;
- Assume an advocacy role with leaders of Chatham-Kent organizations to encourage inclusion of appropriate data and community strategic goals in their respective planning activities;
- Offer advice and assistance to organizations in how to incorporate community strategic planning priorities into their planning activities, and
- Assist the Mayor and Council in actively gathering data and information and analyzing trends relevant to the success of the Municipal Corporate Strategic Plan



Accomplishments – Change of Membership

- Three new committee members were added to our team in 2009
 - Gus Ternoey
 - Dave Cullen
 - Kathy Biondi
- Ken Tremblay finished his back to back terms at the end of 2009 and we wish him well in his future endeavours
- Patrick Weaver, Robert Rankin and Hans VanDerDoe were the other vacancies that were filled



Accomplishments – May Strategic Planning Event

- In May, Council, EMT and SMT met to review the Corporate Strategic Directions and Goals and revise the current vision. The CSPC Chair, Vice Chair and Past-Chair were included in this exercise.
- The revision increased the strategic directions to five and the goals to thirteen. Although some wording changes occurred, the intent of the directions and goals did not change.



A vision statement should:

- be shorter and easier to remember than the previous one
 - reflect the strategic directions/goals
 - provide a verbal picture of where Chatham-Kent will be in the future.
 - be inspirational by providing a reminder of where we want to take Chatham-Kent
-
- Two CSPC members, Dave Cullen and Jamie McGrail, participated in revising the vision statement with Council and administration



New Vision

**Chatham-Kent will be the fastest growing
sustainable community in Southwestern
Ontario**



Accomplishments – World Town Planning Day – Youth Workshop

- On Saturday, November 14, 2009, the CSPC hosted a workshop focused on youth.
- There were 60 people in attendance.
- Facilitator of the event was Jamie McGrail and Moderator was Marlee Robinson
- Participants listened to and interacted with four youth panel members Helen Button, Dave Cullen, Aaron Hall and Alysson Storey.
- Following the panel discussion participants broke into round table discussions reviewing five objectives.



WTPD – Youth Workshop

The objectives discussed were:

1. How do we attract youth to our community?
2. How do we keep youth in our community?
3. What role should youth be playing in our community?
4. How do we make youth feel like part of our community?
5. What do youth want in our community?



WTPD- Youth Workshop

Some initiatives that came from the workshop are:

1. Market Chatham-Kent as “Youth Friendly”
2. Initiate a “youth corner” to inform youth on local activities events, etc.
3. Advertise Chatham-Kent as an educational destination
4. Empower youth to embrace a project to promote Chatham-Kent through creativity and innovation
5. Move forward with an incubator centre for new business growth

A complete list of the discussion has been forward to Council in a January report

WTPD – Youth Workshop

- The CSPC understands that this youth initiative cannot be supported by Council alone but must be embraced by the community as well.
- By :
 - creating lifestyles for youth,
 - investing in educational destinations within Chatham-Kent,
 - establishing mentorships to intrigue youth, and
 - increasing employment opportunities,the community of Chatham-Kent can attract and retain youth to our community. In doing so, other factors such as economy, culture and recreation will grow to create a more viable Chatham-Kent.
- Much thanks to the World Town Planning Day committee members: Marlee Robinson, Brian Case, Gus Ternoey, Robert Rankin, Jamie McGrail, Dave Cullen, Kathy Biondi, and Monica Bacic.



Next Steps for 2010

- The CSPC will not only look at what they can do for the community, Council and municipal administration in 2010 but will focus on helping to create the vision of Chatham-Kent: 2030
- The committee members will lend their hand in helping Council and the municipal administration on different projects where their vast amount of different life and work experiences can assist. This is a chance, as citizens of the Municipality of Chatham-Kent, to have a voice for all who live, work and play within this great Municipality.

Next Steps for 2010 ...cont.

- This year the committee will reconnect with their individual initiatives to achieve the following goals:
 - Enable more committee driven action items that tie directly to the new vision statement
 - Increase two-way communication with Council
 - Continue to implement a speaker's bureau strategy and define metrics for its success
 - Work directly with the CAO to help implement ideas
 - Engage more private sector feedback/involvement.



Thank you for your support
throughout 2009 and we
look forward to working with
you in 2010!

MUNICIPALITY OF CHATHAM-KENT

CHIEF ADMINISTRATIVE OFFICE

TO: Mayor and Members of Council

FROM: Judy Smith
Coordinator, Community and Corporate Strategic Plans

DATE: February 1, 2010

SUBJECT: Chatham-Kent Community Strategic Planning Committee (CSPC)
Annual Report 2009

RECOMMENDATION

It is recommended that:

1. The CSPC Annual Report 2009 (Attachment 1) be received.

BACKGROUND

This is the fourth year that this committee has produced an annual report. The committee produces an annual report to:

1. Communicate its accomplishments during the past year;
2. Educate citizens and Council about its work on important issues;
3. Recognize the volunteers who give freely of their time and energy for the betterment of the community; and,
4. Serve as a historical record of the committee's progress.

COMMENTS

This annual report focuses on three areas. It acknowledges our volunteers on the Chatham-Kent Community Strategic Planning Committee (CSPC) for their hours of dedication to the community with respect to the strategic planning process. In addition, the report summarizes the committee's involvement to strategic planning over the past year. Lastly, a section of the report focuses on the next steps for 2010.

Once Council has received the report, it will be available in PDF format on the community web portal.

COMMUNITY STRATEGIC PLAN

The recommendations of this report have the potential to support all of the objectives and strategic directions of the Community Strategic Plan.

CONSULTATION

The CSPC committee and staff resources were consulted and agree with the recommendation in this report.

FINANCIAL IMPLICATIONS

There are no financial implications resulting from this recommendation.

Prepared by:

Reviewed by:

Judy Smith, CMM III
Coordinator, Community & Corporate
Strategic Plans

Rob Browning
Chief Administrative Officer

c. CSPC members and staff resources

Attachment

1. CSPC's Annual Report 2009

**Chatham-Kent
Community Strategic Planning Committee
(CSPC)**

Annual Report 2009

Our Vision

Chatham-Kent will be the fastest growing sustainable community in southwestern Ontario.

Executive Summary

The Community Strategic Planning Committee is a committee of Chatham-Kent Municipal Council. Its mandate is to assist Council and the broader community in planning and implementing Council's strategic planning activities and the resultant directions. We assemble data, comment on trends shaping and affecting our community, and collaborate with Council and other leaders on possible solutions and directions.

We assume advocacy and educational roles with leaders when asked to offer advice and offer assistance to organizations on how they might incorporate the community's strategic directions into their planning activities. The committee also assists the Mayor and Council by gathering data, information and trends relevant to the success of the Municipality's Corporate Strategic Plan.

The Community Strategic Planning Committee is an essential piece of the processes of change. Its aim is to encourage new ideas and to facilitate discussions about those ideas throughout the Municipality.

Chair's Remarks

Sustained growth of our community, both resident and corporate, has always been a part of our community strategic planning process and continues to motivate the committee to move forward for the betterment of Chatham-Kent.

Our efforts have been greatly enhanced by the support of our citizen volunteers, by Councillors Anne Gilbert and Brian King who are our municipal representatives, by Council in general who recognize our efforts and input, as well as support received from municipal staff.

Ongoing support for Community Partnership Fund has highlighted the ongoing commitment and dedication of our many citizens who are willing to get involved and make a difference. Our committee has worked with youth and opened up a part of our program to be more youth oriented. This is evident by our new members over the last year who have brought the average age of the committee way down. They need a voice and are the future of Chatham-Kent. Our World Town Planning Day workshop this year was devoted to youth, reaching young professionals, motivating them to stay and become involved.

Although the challenges we face continue world wide, we faced ours early and may well have reached the tipping point where our progress is now positive, committed, and upward as a community approaching our true growth opportunities. We are ready for the success that flows through opportunities taken and not passed by.

As retiring Chair of the Chatham-Kent Strategic Planning Committee, I would like to express my sincere appreciation to all the dedicated members of our committee and the community, the support staff who are an integral part of our committee and have made my job easier as Chair. I would also express my sincere appreciation to Marlee Robinson as my Vice Chair and to her efforts as Chair of our World Town Planning Day Workshop.

The commitments made are proof of the best possible future for Chatham-Kent. Thank you for the opportunity to serve this great Municipality.



A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the left.

Community Strategic Planning Committee

2009 MAKEUP

Council Appointees - Councillor Anne Gilbert and Councillor Brian King

Volunteer Appointees	Representation	Volunteer Appointees	Representation
Brian Case	Chair	Launa McMahon-Deline	Environment
Marlee Robinson	Vice-Chair & Culture	Bob Rankin	Environment
Gus Ternoey	Culture	Dave Cullen	Civic Engagement
Patricia Arango	Health	Kathy Biondi	Civic Engagement
Jim Lemak	Health	Monica Bacic	Learning
Jamie McGrail	Economy	Ron Dekker	Learning
Leon Leclair	Economy	Ken Tremblay	Past-Chair

MANDATE/AGENDA

The Municipality of Chatham-Kent, through its support of volunteers who form the Community Strategic Planning Committee, has begun the journey of reshaping the future.

The mandate of the CSPC is to inspire and advise Council and community partners regarding trends that may impact the strategic priorities and implementation of the Community Strategic Plan and to track our progress in the six (6) areas of emphasis within the plan, namely health, economy, environment, culture, civic engagement, and learning.

In fulfilling its purpose, the mandate of the committee shall be to:

- Assemble and provide data and trends relevant to the Community and Municipal Corporate Strategic Plans;
- In cooperation with the Mayor, Council and administration, assume an advocacy role with leaders of Chatham-Kent organizations to encourage inclusion of appropriate data and community strategic goals in their respective planning activities;
- Offer advice and assistance to organizations in how to incorporate community strategic planning priorities into their planning activities (e.g., six planning domains, volunteer participation, development of robust planning activities, distribution of planning data and information, brokerage of partnerships and relationships); and,
- Assist the Mayor and Council in actively gathering data and information and analyzing trends relevant to the success of the Municipal Corporate Strategic Plan from public and other domains.

Committee Accomplishments & Activities

1. Change in membership

In 2009, we welcomed three new committee members to our team – Gus Ternoey, Dave Cullen, and Kathy Biondi. These new members have the desire and willingness to assist in the betterment of Chatham-Kent. In their inaugural year, they have proven their abilities as key players during our World Town Planning Day event in November. They possess a fundamental understanding of strategic planning and change management.

2. May Strategic Planning Event with Council, EMT and SMT

The original Chatham-Kent Corporate Strategic Plan was adopted in April 2003. In January 2007, Council met with the support of administration to develop its Strategic Directions and Goals for 2007 – 2010. Council adopted the Corporate Strategic Plan consisting of four Strategic Directions and nine Corporate Goals. This strategic plan forms the framework for decision-making throughout the municipal organization to support the vision of Council and the community. It assists in establishing a clear set of priorities that lead Council and administration to undertake specific actions and develop budget proposals to implement them.

Reviews are done annually with Council and administration to measure and monitor activities. In May 2009, Council, the Executive Management Team and the Senior Management Team met to review the Strategic Directions and Goals and revise the current vision. The Chair, Vice Chair and Past-Chair of the Community Strategic Planning Committee were included in this exercise. Consultant, Linda Tarrant of TOC Consulting Inc., facilitated this session.

Attendees reviewed each of the four directions and nine goals. The revision increased the strategic directions to five and the goals to thirteen. Although some wording changes occurred, the intent of the directions and goals did not change.

In addition, the vision statement was revised. During the event, it was stated that a vision statement should be shorter and easier to remember than the previous one. It was important that the vision statement reflect the strategic directions/goals. A vision statement should provide a verbal picture of where Chatham-Kent will be in the future. Accordingly, it should be inspirational: providing a reminder of where we want to take Chatham-Kent, the day-to-day inspiration, and the Municipality's future destination.

As a result, the new vision statement is **“Chatham-Kent will be the fastest growing sustainable community in Southwestern Ontario.”**

3. WTPD Event

On Saturday, November 14, 2009, the Chatham-Kent Community Strategic Planning Committee hosted a workshop focused on youth. We defined “youth” as young adults - high school students, college students, young professionals and young entrepreneurs. There were 60 people in attendance.

Participants listened to and interacted with four youth panel members Helen Button, Dave Cullen, Aaron Hall and Alysson Storey who each brought different perspectives to the table. Following the panel discussion participants broke into round table discussions reviewing five objectives.

The objectives were:

1. How do we attract youth to our community?
2. How do we keep youth in our community?
3. What role should youth be playing in our community?
4. How do we make youth feel like part of our community?
5. What do youth want in our community?

Throughout the day, participants rotated through the five tables and shared their thoughts with respect to each objective. Selected initiatives that came from the workshop are:

1. Market Chatham-Kent as “Youth Friendly”
2. Initiate a “youth corner” on CK Web, CK Matters & Facebook to inform youth on local activities events, etc. (by the youth, for the youth)
3. Advertise Chatham-Kent as an educational destination
4. Empower youth to embrace a project to promote Chatham-Kent through creativity and innovation
5. Move forward with an incubator centre for new business growth (entrepreneurs, ideas, innovation)

Chatham-Kent Community Strategic Planning Committee

The committee understands that this youth initiative cannot be supported by Council alone but must be embraced by the community as well.

By creating lifestyles for youth, investing in educational destinations within Chatham-Kent, establishing mentorships to intrigue youth, and increasing employment opportunities, the community of Chatham-Kent can attract and retain youth to our community. In doing so, other factors such as economy, culture and recreation will grow to create a more viable Chatham-Kent.

Much thanks to the World Town Planning Day committee members: Marlee Robinson, Brian Case, Gus Ternoey, Robert Rankin, Jamie McGrail, Dave Cullen, Kathy Biondi, and Monica Bacic.

Next Steps for 2010

What does 2010 have to unfold for the Community Strategic Planning Committee?

The Community Strategic Planning Committee will not only look at what they can do for the community, Council and municipal administration in 2010 but will also take a step forward and cultivate ideas and happenings that will help in 2030.

The committee members will lend their hand in helping Council and the municipal administration on different projects where their vast amount of different life and work experiences can assist. This is a chance, as citizens of the Municipality of Chatham-Kent, to have a voice for all who live, work and play within this great Municipality.

This year the committee will reconnect with their individual initiatives to achieve the following goals:

1. Enable more committee driven action items that tie directly to the new vision statement.
2. Increase two-way communication with Council - Ask first "Council, how can we help?" and then respond with "Council, let's try this..." - aim for speaking at Council meetings quarterly.
3. Continue to implement a speaker's bureau strategy and define metrics for its success.
4. Work directly with the CAO to help implement ideas.
5. Engage more private sector feedback/involvement.

We would like to thank the following municipal staff who has contributed towards the discussions over the past year:

Rob Browning, Chief Administrative Officer
Maggie Downey, Secretary
Deborah Furlan, Coordinator, Community and Corporate Strategic Planning
Judy Smith, Acting Coordinator, Community and Corporate Strategic Planning

Chatham-Kent Community Strategic Planning Committee
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