
CHATHAM-KENT COUNCIL DIRECTIONS

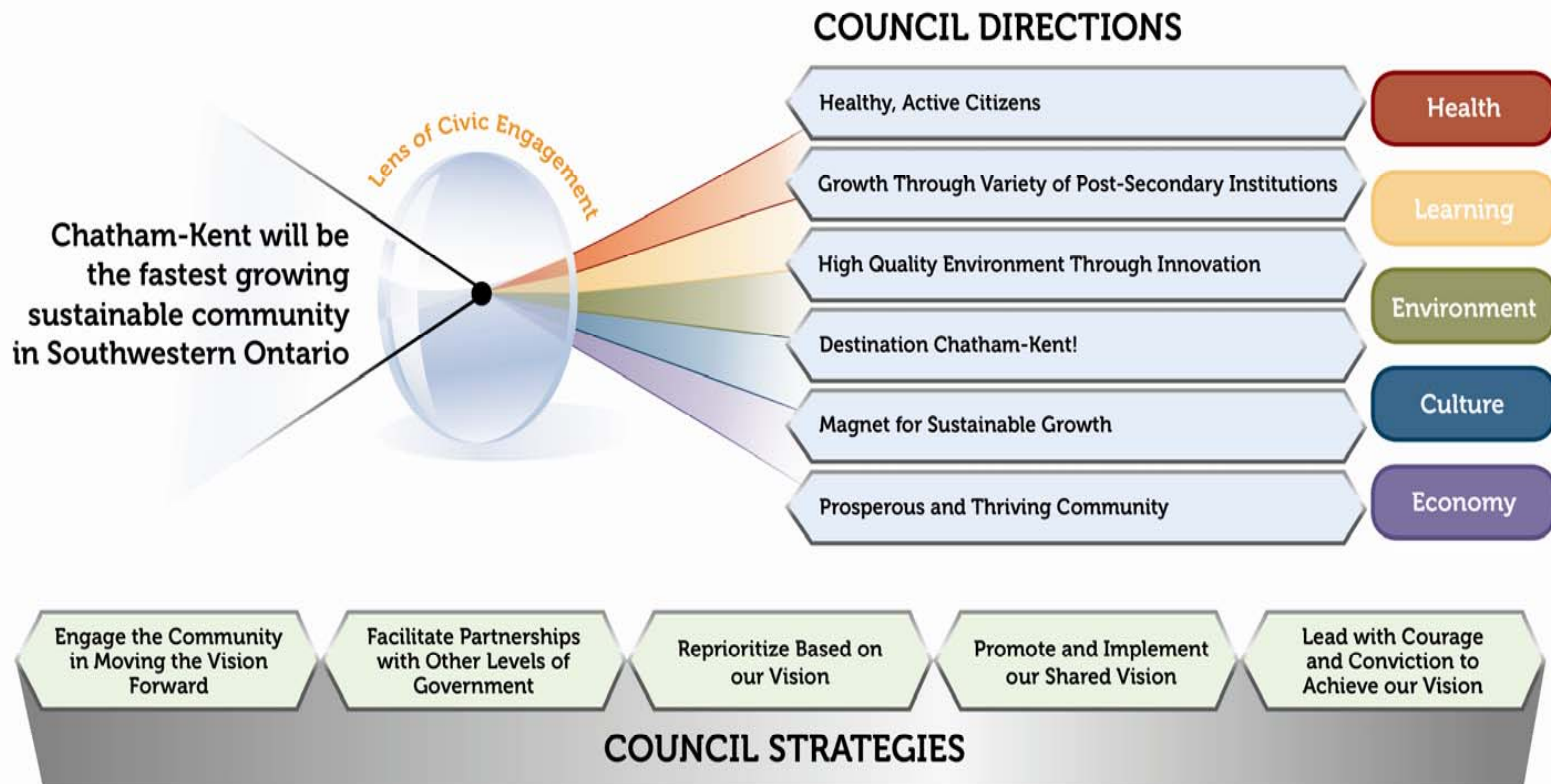
2011 - 2014

*The Results of the Chatham-Kent Council Strategic Planning Session
Tilbury Arena, Ryder Hall, December 9&10, 2010*



SUMMARY

CHATHAM-KENT COUNCIL DIRECTIONS 2011 - 2014



During its planning session for the 2011-2014 term, to achieve the Vision Statement *Chatham-Kent will be the fastest growing sustainable community in Southwestern Ontario*, Municipal Council set six Directions to guide its decision making on behalf of the community. These Directions were guided by the pillars of the Community Strategic Plan: Health, Learning, Environment, Culture, and Economy. Additionally, Council identified five Strategies it will implement to successfully follow the Directions to achieve the Vision Statement.

DISCUSSION

Council participated in an internationally accepted system of developing a shared vision, looking at obstacles and developing strategies to implement the vision. The system is called the Technology of Participation (ToP) Strategic Planning Process, and originates with the Institute of Cultural Affairs – ICA.



MUNICIPAL COUNCIL DIRECTIONS 2011 – 2014

Healthy, Active Citizens	Growth through Variety of Post Secondary Institutions	High Quality Environment through Innovation	Destination Chatham-Kent!	Magnet for Sustainable Growth	Prosperous and Thriving Community
Healthy families hiking, walking, biking together	University Campus in Chatham-Kent	Creation of a reforestation program	The largest Ag-Tourism Christmas Festival	Population sign reads 200,000	Thriving, bustling downtown
More kilometres of sidewalks and walking trails	Create a University here	More tree cover	Constant traffic of buses touring black history locations	Population increase 10%	People employed and spending money in the community
More high quality parks and playgrounds	Growth in post secondary education locally	More tree cover, greater percentage, under public ownership	Adult living on the beach		Hustling and bustling in all downtowns all year
Bike and walking paths on trails, not roads	College expansions with partnerships with universities	New way to use landfill for energy	A successful Capitol Theatre with its debt repaid		More new and expanding industrial and commercial businesses in smaller communities such as Blenheim, Tilbury, etc.
Eliminate obesity in Chatham-Kent	Post secondary centres – green environment satellites	Increased recycling – red, black, blue, green boxes	Twin Pad Arena		Labour peace and collaboration
People aware of proper diet and lifestyle and passing that on to their kids	More young people returning/ staying in the community		High Speed Train		Elimination of Poverty
Canoeing in the wetlands of Rondeau Bay	Trained, independent thinking workforce		Chatham-Kent food label – Cedar Springs Hospital		Lower social system caseload
Upgrade / enhance our waterways, rivers, lakes	New economy jobs for agriculture, our geography from University or Colleges		Culinary tours to wineries, farms and restaurants		Young families actively employed
Access to primary care for everyone	College students living, working, and playing in Chatham-Kent		Integrate cultural assets into economic development opportunities		
Family medical centre and new gym club in Blenheim to contribute to health outcomes in that community	Birth of prominent medical centre				

During the facilitated process, Council was asked to describe an ideal Chatham-Kent. The process included brainstorming ideas and then grouping them according to their similarities. The result was six groups of desired outcomes. Each group was then assigned a “name” or Direction title that best described the group. **These are the six Municipal Council Directions 2011-2014.**

After the six Directions were agreed upon, Council was asked to identify and group into overall categories any difficulties that could hinder the fulfillment of Chatham-Kent being the fastest growing sustainable community in Southwestern Ontario. Six overall categories of Obstacles were identified.



MUNICIPAL COUNCIL *OBSTACLES* 2011 – 2014

Concern over equity <u>blocks</u> focus on strategic priorities	Short term/ operational thinking <u>blocks</u> funding of strategic priorities	Rear view mirror vision <u>blocks</u> change	Poor understanding <u>blocks</u> engagement of senior govt	Undefined tourism <u>blocks</u> brand and marketing maturity	Reactionary planning <u>blocks</u> visionary Change
Size of Chatham-Kent	Budget already allocated	Resistance to change	Senior Government bureaucracy	Not enough stuff to do for an extended stay	Requires positive planning rather than Reactionary drive
Competing Priorities	Money directed to "essential" services	Historic success by industry in Agri-business without formal education	Provincial/ Federal decisions and attitudes	People not aware of what we have to offer	Current land use planning does not facilitate vision
	Surrounding commercial tax rates lower	Cars have status. Mentality in leaders And community	Rules and Regulations	No tag line/ Brand	Giving up land willingly
		Not caring (Apathy toward education & health)	Business is penalized for reinvesting	Competition for entertainment dollars i.e., Capitol Theatre	Rules and regulations
		Citizens resistance to change	Global Economy	Undefined tourism	
		Mindset of expectations	Economic Downturn (Industry Gone)		
		Not a youth magnet			
		Fear of making mistakes			
		Pathetic Ambassadors			
		Lack of a vision in the past			
		We don't Believe we can be!			
		Public engagement Fast food – fast life			

The identification of overall Obstacles enabled the third and final step of the process. To overcome the Obstacles, and follow the Directions to attain the Vision Statement for the community, Council was asked to identify crucial areas for action and then group them into overall Strategies. **Five were identified, and are Municipal Council Strategies 2011-2014.**



MUNICIPAL COUNCIL STRATEGIES 2011 – 2014

Engage the Community in Moving the Vision Forward	Facilitate Partnerships with Other Levels of Government	Reprioritize Based on our Vision	Promote and Implement our Shared Vision	Lead with Courage and Conviction to Achieve our Vision
Move toward community development model (Rec Master Plan)	Facilitate inter-government committee with MUSH partners, Fed Partners	Commit resources. Money plus humans	Market Chatham-Kent to Canada and US - TV	Lead with passion
Engage the residents in community forum	Lobby / change provincial land uses	Reprioritize budget	Market future vision and market positive people and events	Lead in face of adversity
Educate via audio/ video stream of Council meetings		Set funding goals	Fund and establish marketing plan and include development of new tag line	Defend record
Go to community, not wait for them to come to us			Introduce Council to principles of cultural planning	Destroy fractured thinking
Re-evaluate communication tools			Encourage continuous series of events	Be determined of convictions (vision)
Get facts to simplify			Working with areas on vision to localize	Together for a common goal
Get facts to simplify priorities			Take time at Council to celebrate our vision	Establish a Committee of the Whole
			Take informal steps to get vision going	Become ambassadors rather than reactionary Councillors
				Championing our opportunities

THE COMMUNITY STRATEGIC PLANNING COMMITTEE

The Chatham-Kent Council Strategic Planning Session 2011-2014 was organized by the Community Strategic Planning Committee, an advisory committee of citizens who have advised Council over the past five years in the areas of Health, Economy, Environment, Culture, Civic Engagement and Learning.

More information and the community video ***Our Story*** may be found at www.chatham-kent.ca

Copies of the video, photographs of the session, and community news media coverage are available on request.

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