



Municipality of Central Huron

# Strategic Plan

A 10 Year Plan

# Central Huron Vision Statement

**“The Municipality of Central Huron is a dynamic, healthy, safe and prosperous community for people of all ages to live, work and play.”**



# Central Huron Mission Statement

**Sustainable**

**Delivery of Service**

**“The Municipality of Central Huron Council and Staff will provide for a safe and sustainable community through excellence in the delivery of municipal services and strong innovative leadership.”**

**Strong Innovative Leadership**



# SWOT Analysis

## STRENGTHS

REACH

Natural Environment

Community

Agriculture

Lake

Heritage

## WEAKNESS

Nothing to do for Youth

Ability to Grow

Communication



## OPPORTUNITIES

Great community spirit

Agricultural Growth

Youth

Environment

## THREATS

Population decreasing

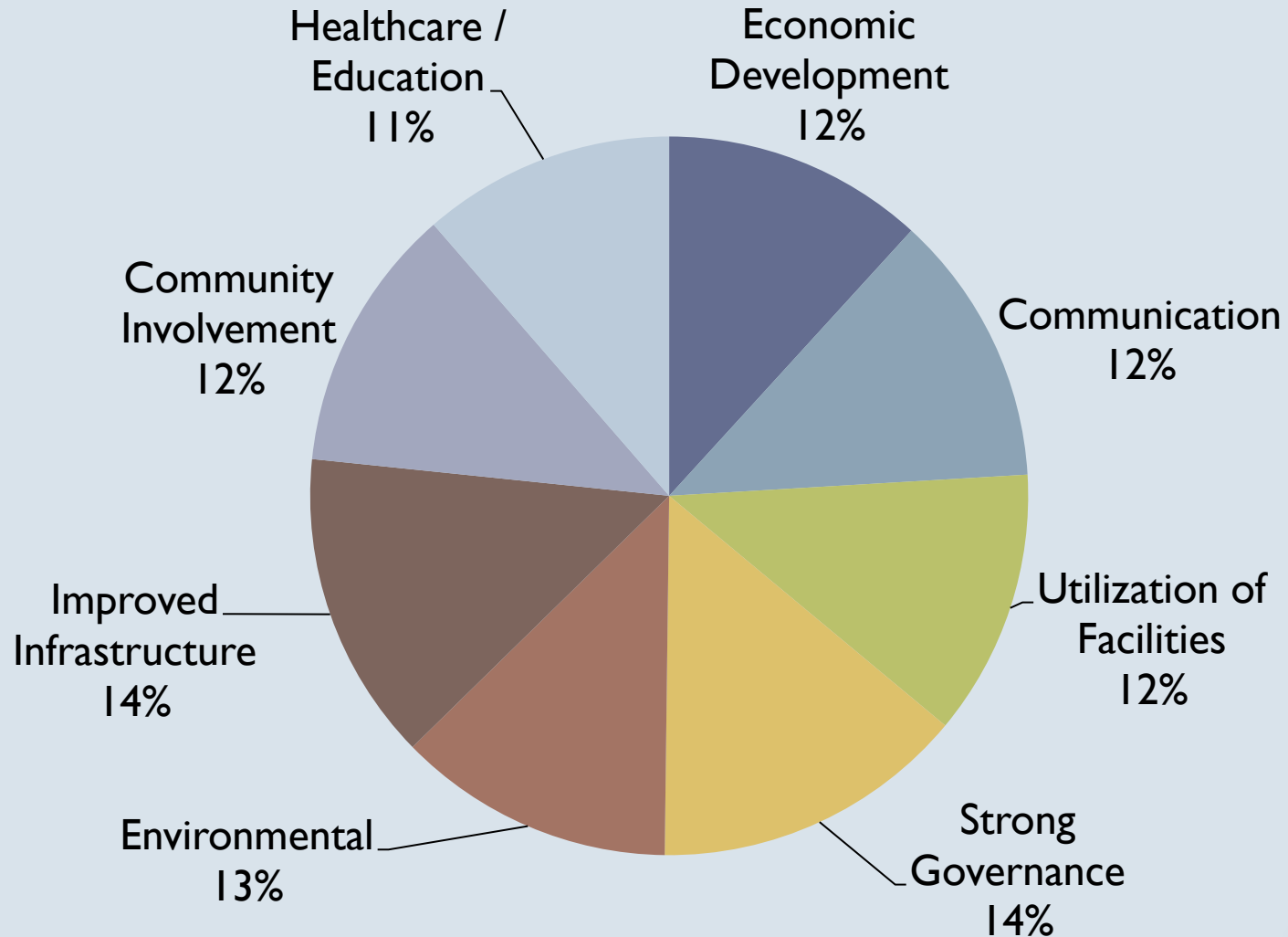
Loss of Business

High taxes

*"The Municipality of Central Huron is a dynamic, healthy, safe and prosperous community for people of all ages to live, work and play."*



# Development of Priorities

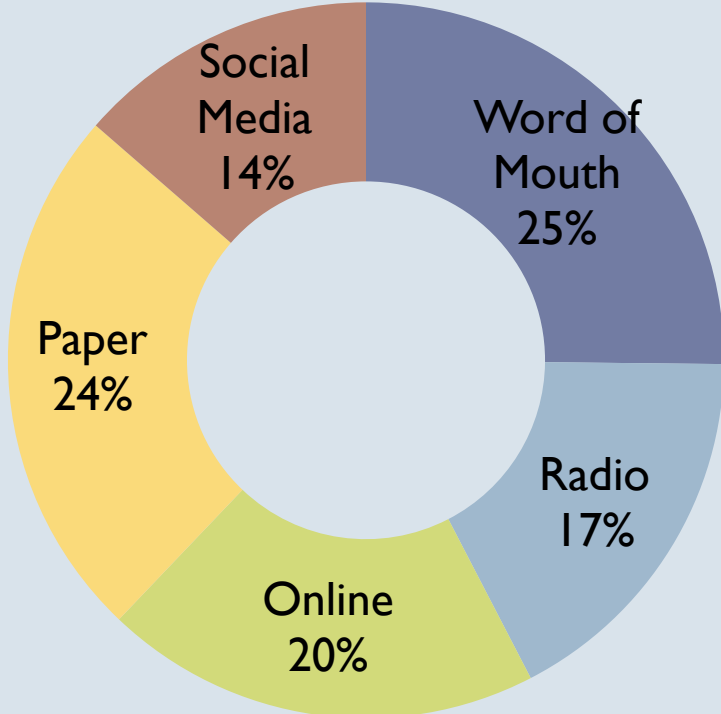




# Strategic Priority: Strong Governance

*“Members of the community need to be more engaged and involved in municipal and governance”*

## Current Communication



# Strategic Priority: Strong Governance

**Mission:** The Mayor and Council of Central Huron will provide visionary leadership through enhanced partnerships, inclusion and collaboration

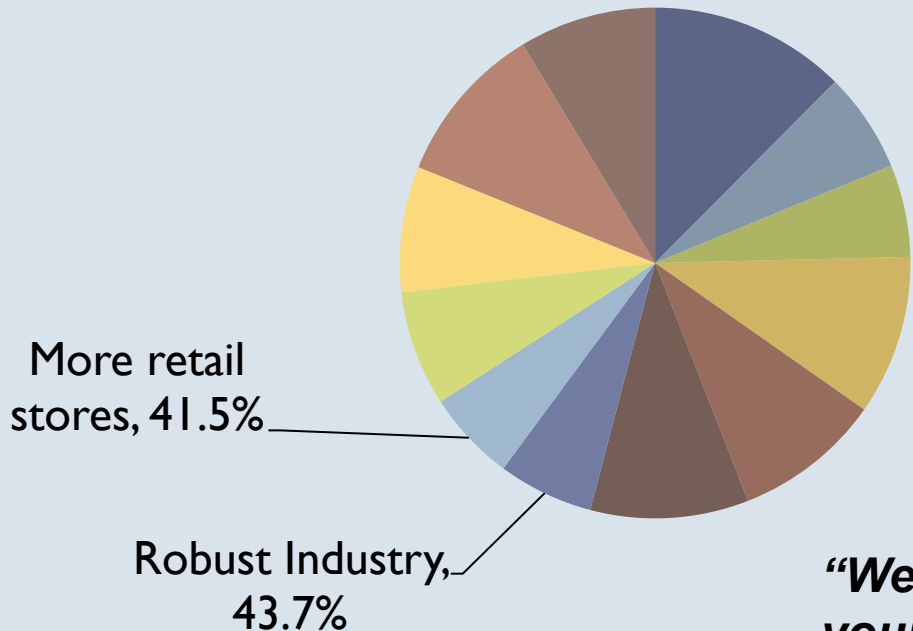
- Sustain operational excellence and financial discipline
- Retain an excellent team with a strong culture
- Lead municipal business
- Inclusion of the youth within Municipal decision making
- Foster an environment of collaboration and respect
- Strengthen municipal and government relationships





# Strategic Priority Economic Development

**Mission:** The Municipality of Central Huron supports Economic Development



*Community grown industry, small business, value added services*

*“We need more jobs in the area to keep young people here”*

*“People that are here will tend to stay here if supported. Support local business and not invest in development that see capital leave our communities”*



# Strategic Priority: Economic Development

## Mission: The Municipality of Central Huron supports Economic Development

- Develop clear performance measurement on economic development initiatives
- Provide the gold standard of service to investment prospects
- Develop a strong web presence
- Capitalize on our Educational assets such as REACH Huron
- Strengthen Central Huron Business Community
- Develop effective marketing and promotion of the Municipality
- Capitalize on Central Huron health care sector
- Develop plans to provide betterment to businesses
- Support the agricultural industry and diversification of this industry
- Support the creation of new and improvements of existing Festivals and Events



# Strategic Priority: Environmental Stewardship

***“Tremendous area for natural features. Maitland and Bayfield rivers, lake, major migratory route, many rare interesting species of wildlife”***

***“The unspoiled countryside, the Maitland River and the woodlands and croplands make this area a peaceful haven amid the hurly-burly of today”***

***“lots of space, beautiful bushes and trails”***

***“The natural features. Very rich area in that regard. Must be maintained or enhanced”***



# Strategic Priority: Environmental Stewardship

**Mission:** The Municipality sees the environment as an important gem to our Municipality and will assist in protecting the environment

- Develop a Corporate policy for energy conservation
- Work with partners to develop a community based action plan to reduce gas emissions community wide
- Work with the conservation authorities to protect and enhance our watersheds
- Strengthen ties and develop new partnerships with local environmental committees
- Demonstrate leadership by ensuring Municipal operations and services are carried out in a sustainable manner
- Review of waste management practices including compost site management
- Develop Green policies for facility improvements
- Develop key events to showcase environmental stewardship



# Strategic Priority: Improved Infrastructure

■ Multi use Trail System

■ Pool

■ BMX Park

■ Youth Center

■ Transit System

■ Splash Pad

■ Skateboard Park

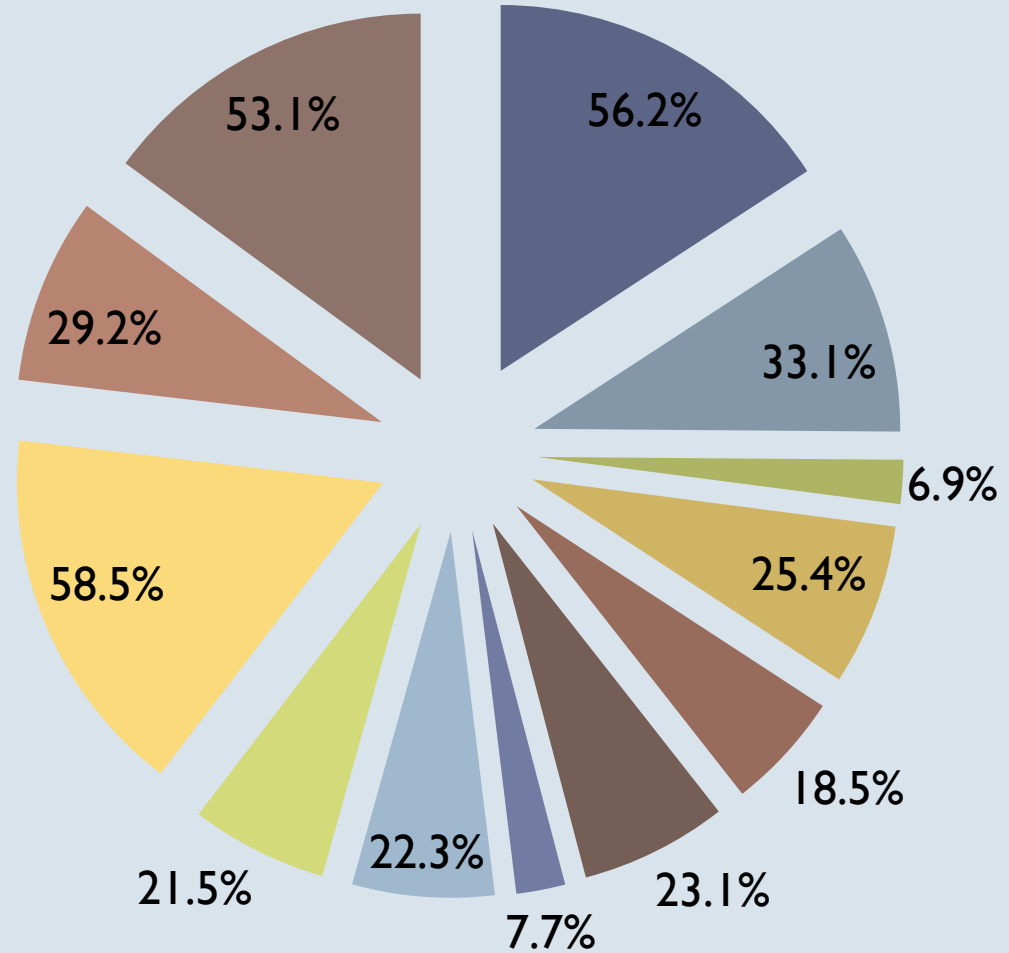
■ Dog Park

■ Expansion of REACH

■ Downtown Revitalization

■ Lakeshore Servicing

■ Tourism



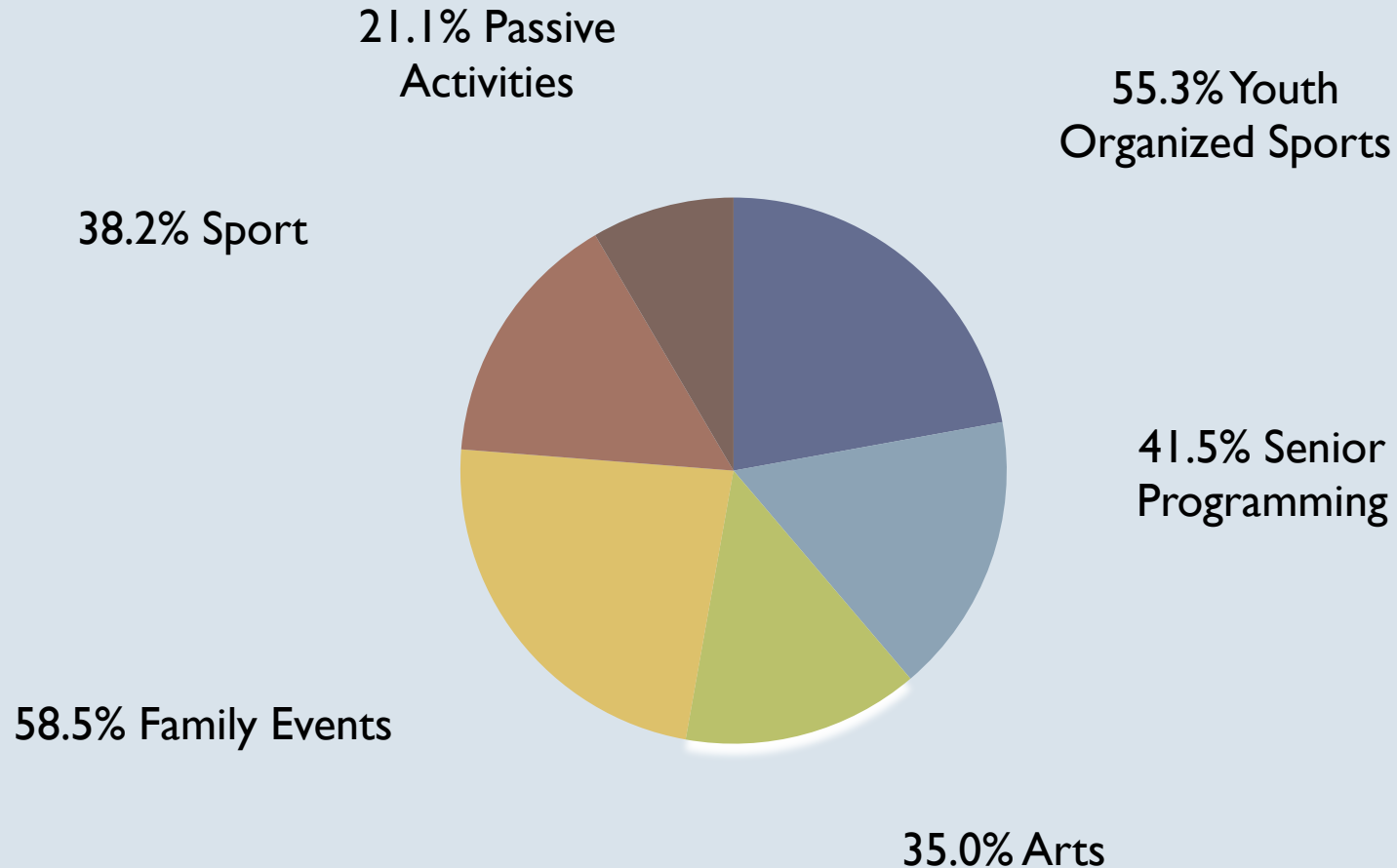
# Strategic Priority: Improved Infrastructure

**Mission:** The Municipality of Central Huron will strive to improve, develop, and maintain existing and new infrastructure

- Create a comprehensive database of Municipal infrastructure and identify needs
- Prepare a 10 year asset management plan and establish and build a replacement reserve
- Collaborate with neighbouring Municipalities and partners
- Advocate with senior level of government for additional funding to assist with the Municipality's
- Investigate innovative ways of protecting Capital Projects to create a more sustainable environment



# Strategic Priority: Utilization of Facilities



# Strategic Priority: Utilization of Facilities

**Mission:** Council values the role that recreation can play in improving the health of the residents of the Municipality of Central Huron. The Municipality will maintain and operate well planned sustainable facilities to meet the needs of our residents.

- Develop a comprehensive recreation facility replacement plan
- Develop a full inventory of recreation facilities
- Identify key issues needed to be resolved for the provision of recreation services
- Improve marketing of all Municipally owned facilities
- Improve the strategic direction of REACH Huron; identifying key indicators such as managerial, operational, programmatic and resource development
- Develop a succession planning for the Clinton Pool





# Strategic Priority Community Involvement

A management and financial plan should be developed prior to implementation of special projects in order to review its sustainability.  
25%

Sustainability is important to the development of special projects.  
26%



Community involvement and input is essential to development of special projects within the Municipality.  
24%

It is important for the Municipality to be fiscally responsible when implementing special projects.  
25%



# Strategic Priority: Community Involvement

**Mission:** To improve community involvement Council and Staff will follow the guiding principles of; taking responsibility, inform citizens, active listening and continually measuring and improving.

- Strengthen the Municipality's ability to anticipate issues and prepare timely information
- Continuously improve the process by which citizens can connect with Council and staff
- Improve dialogue with citizens by boosting Council and staff awareness about what is taking place across the organization
- Introduce planning processes and training that supports open communication and builds quality customer service
- Improve the manner which community engagement events are promoted and how feedback is obtained
- Boost awareness and understanding of local government process, policy and priorities
- Balance the use of formal communication with opportunities for informal
- Ensure all corporate correspondence meet the needs of the residents

