

# Township of Mulmur

## DRAFT NOTES

### *Strategic Planning Session II*

*Tuesday, May 15, 2012*

*1:00 pm – 4:30 pm*

*Township of Mulmur Municipal Office*

**Your facilitator:**

*Sue Powell, Ag & Rural Economic  
Development Advisor  
OMAFRA*

#### **IN ATTENDANCE**

Ross Bailie  
Barb Bailie  
Morley Brown  
Keith Lowry  
Cheryl Russel  
Fay Smith  
Carl Tafel  
Paul Mills, *Mayor*  
Rhonda Campbell Moon, *Deputy-Mayor*  
Heather Hayes, *Councillor*  
Earl Hawkins, *Councillor*  
Lynn Hilchey, *Councillor*  
Harry Bunker *Treasurer*  
Ron Mills, *Planner*  
Kerstin Shillum, *Acting Deputy Clerk*  
John Willmetts, *Director of Public Works*

#### **Regrets:**

Susan Brown  
Dave Clark  
Carl Cosack  
Kevin Greer  
Zita Harper  
Don MacFarlane  
Julie Pollock  
Zolton Potovsky  
Chester Tupling  
Peter Walker  
Terry Horner, *CAO/Clerk*

## Discussion and notes from meeting:

### **Trail Opportunities Overview- Presentation by Carl Tafel** (on behalf of the Bruce Trail Dufferin Hi-Lands Club)

- Updated information on revisiting new trail opportunities in Mulmur
- Opportunity for Bruce Trail Association members/volunteers to take on role of trail development-styles etc.
- Shared results from a outdoor recreation survey done by Mulmur Township in 2009
  - 182 respondents
  - General satisfaction with trails – 85% walking, 30% cycling
  - See more opportunities for hiking and cycling

### **Update from Standing Committee-Communication Sub-Committee/working group** (Julie, Keith, Morley, Ron, Paul - presented by Keith Lowry)

#### **RECAP NOTE: At our last meeting:**

#### **ACTIONS included:**

- ✓ Keith Lowry proposed the **formation of a Strategic Planning Communications Working Group/Standing Committee** and offered 20 hours. This group would include: Julie Pollock, Morley Brown, Ron Mills, a Council member, Morley Brown to develop a communications strategy.
- ✓ This new working group headed up by Keith will speak to the Mayor to set a date for this group's first meeting to begin a communications strategy and a time frame regarding presentation to the entire group. This should happen sometime in mid or late April.
  - Elements within the communications strategy will look at vehicles for ratepayers to receive and disseminate information and the committee to gather information about the Strat plan. Tactics discussed include: letter/self-mailer, develop survey on survey monkey – asking for their input /help, and email etc.

### **PROGRESS REPORT/UPDATE and ACTIONS**

- Team effort – met and a discussion took place to develop letter to residents – see attached
- Council approved letter was sent out to residents (May 13-14), is on the townships website – Kerstin said in just one day the Township has already received half a dozen emails – data base of email addresses.
- It is a first step: in a long journey towards a final Strategic Plan for the Township – group's objectives for drafting up letter included:
  - Needed to peak interest & curiosity to all ratepayers
  - Multiple groups with no reason to get together
  - Wanted the thoughts from the group to be reflected in the letter
    - The letter speaks to specific people/groups
    - Covers key interests
    - Creates an awareness –photo/picture shows beauty of Mulmur

- Letter is a strong indicator to the residents that Council is committed to move strategic planning process forward and that ratepayer input is vital and that ratepayers are important and engagement is welcomed
- **Ideas for future communication include developing a strategy:**
  - continue to peak the interest and grow awareness of this process/a vision for Mulmur
  - **need to “hook” ratepayers – get them involved, GET THEM TO ANSWER PROPOSED SURVEY QUESTIONS sent out by this group and keep them interested – see that it impacts them**
  - Engagement piece might include asking ratepayers to tell us where and what the image is?
    - Incentive - Obtain partnership/donation from a local business for a gift/coupon etc.
  - Julie has approached the Creemore Echo to include a column (monthly) on “Inside Mulmur” (no name yet) that will communicate to residents about Mulmur, people of Mulmur, upcoming events, etc.
  - It was suggested that Keith and Julie approach the Shelburne paper as well, have the same copy/column appear in that local paper
  - Approaching the local paper in Alliston was also recommended
  - Also, Madhunt – on-line information (Morley)
  - It was noted that this vehicle would be ideal to educate and communicate updated information regarding new zoning/bylaws, and to share what your own Official Plan says, what it does and how it can impact you.
  - Future communication/letter etc. should include use of visuals -- photos of the many interesting pieces within the Township

### **TIMELINES FOR COMMUNITY INPUT AND COMMUNICATION**

- **Questions in the survey will be a hook – need good, clear, interesting Q’s to meet targeted rate of return**
- **How we communicate prior to survey circulation and engage ratepayers to respond and return surveys is as important.**
- Must communicate that every ratepayer’s input is of value and a key piece in creating the most useful, honest and sustainable Strategic Plan – future for Mulmur. These pieces need to flow parallel – balance.
- Propose to hold face-to-face Draft Community Strategic Plan Sharing and Visioning Session with ratepayers in October 2012
- Strategic Planning Steering Committee to meet early in September
  1. Review input from ratepayers over summer months
  2. Meet again early in September – for full group meeting to hammer out draft plan
  3. Communications Sub committee to tweak draft Strat plan for end of September.
    - planning for ratepayer input meeting - completed by beginning of October

### **NOTED: AWARENESS and alignment – sharing of information and learning and TIMING of other Strategic Planning going on or conducted in the Region**

- Headwaters Community in Action – Well-being report completed – good information. What does it say about Mulmur? We need to know – contribute to Strategic Plan and support future goals and objectives.
- **ACTION:** someone review report and let the committee know what information is of value to this committee's Strat plan process
- **ACTION:** Dufferin County is conducting first steps in a regional Strategic Planning process-Councilors from Mulmur to attend – open to all – what is their timeframe?
  - **June 6<sup>th</sup>, 2012, 7-9 pm – Shelburne, Mel Lloyd Centre**
  - **June 12<sup>th</sup>, 2012, 7-9pm – Monora Park Pavilion, Mono-Orangeville**
    - Suggested that some learning and valuable additional information would come from these sessions – about Mulmur which could feed into Mulmur's plan as information

## **POTENTIAL DRAFT QUESTIONS TO ASK MULMUR RATEPAYERS**

### ***IMPORTANT:***

The ENTIRE group brainstormed on potential questions to ask. Below is a list of questions from the group. They are not in any order.

## **DRAFT STRATEGIC PLANNING PROCESS SURVEY QUESTIONS**

***Rate of return: target: 20% would be a great rate of return = 600 surveys***

*Based on Population of Mulmur: 3,391*

*Total # dwellings: 1,643*

*Stats Can – 2011 – pop. Census*

***NOTE: Some survey questions will require a preamble – give people context to avoid misinterpretation or confusion.***

1. Where are you (or live nearest to) in the Township of Mulmur?
  - Mansfield
  - Honeywood
  - Primrose
  - Mulmur East
  - Mulmur West
  - Mulmur South
2. Do you know what your lot # and concession is in the Township of Mulmur?
3. How much development do you want to see in Mansfield?
4. What do you think Mulmur will look like in 20 years?
5. How much growth do you want in Mulmur?
6. What do you want to see changed in Mulmur?
7. What don't you want to see change in Mulmur?
8. What would you miss in Mulmur if it were gone?
9. What are Mulmur's current strengths?
10. What are Mulmur's current weaknesses?
11. What opportunities exist for Mulmur in the future or now?
12. What do you feel would improve Mulmur?
13. The Primrose commercial/industrial park is developed, what kinds of businesses would you like to see there?
  - Clean, dry industry
  - Retail

- Creative
  - Other \_\_\_\_\_
14. Where would you want to see Mulmur's next aggregate pit?
15. Official plan identifies potential recreation in Mansfield North, what do envision there?
16. How much (%) of your tax dollars do you want going towards supporting the protection, preservation and sustainability of Mulmur's natural environment?landscape?environs?
17. What % would you consider to be a reasonable tax increase on an annual basis without the loss of any municipal services?
- 0%
  - 1-2%
  - 3-5%
  - 5%+
18. If you had to cut services, what would they be?
19. What type of recreational opportunities/infrastructure would you want to see for seniors?
20. What services do you need to retire in Mulmur?
21. Would you support a Mulmur Food Co-op? (*local producers, growers, consumers*)
22. Would you support a job bank for youth?
23. What do you like best about living in Mulmur?
24. What do you dislike most about Mulmur?
25. How important is maintaining Mulmur's rural character/farming/heritage?
26. List in order (1=most important, 4=least important) what you feel are actions that would negatively impact/affect the Township:
- quarries
  - wind farms
  - loss of agriculture
  - excess growth
  - increased taxes
27. List in order (1=most important, 4=least important) the following suggestions on how the Township can be improved:
- more recreational opportunities
  - more employment opportunities
  - a more unified community
  - a more varied tax base
28. Pull statements from the official plan i.e.: heritage and ask do you agree or not
29. Is community spirit important to you? (*Pre-amble – Mulmur has a population of 3 391 people in ....hamlets etc*).
30. Would you relinquish your MNR's Forest Tax incentive OR Exempt Status to help offset the increase in taxes?
31. What would better unify our community?
32. What events do you attend in Mulmur?
- Honeywood Beef BBQ
  - Other \_\_\_\_\_
  -
33. What do you think are the 3 priorities for the council of Mulmur to accomplish?
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
34. Which 2 of the following are most important to you? (*Keith's question- add more to complete-did not get all of list*)
- \_\_\_increase economic development
  - \_\_\_increase activities for adults
  - \_\_\_better tourism - website

**35. What recreational opportunities do you want council to pursue?**

- Trails/horse/hiking/snowmobile
- Team sports
- Facilities-golf/skiing/tennis
- Recreation centre
- Other \_\_\_\_\_

## Next Steps

### **IMMEDIATE ACTION:**

#### **Standing Committee (existing Communications Committee) to:**

- Streamline/tweak list of survey questions
- Prioritize/order list of survey questions
- Review questions – ask the why ask? Analysis - garbage in garbage out, hook etc.
- **Prepare proposal, of full list of questions for distribution and review to entire full steering committee – feedback required in 3 weeks or less – June 8<sup>th</sup>.**
- Proposal to go before council at **June 21<sup>st</sup> meeting** – assure that the Strat plan will have measurable components tied to its objectives.
- **DEADLILNE:** out to ratepayers via mail and email (data base collected) **early July** – survey questions to be included in tax bill mail out/newsletter
- **Determine a deadline for RATEPAYERS' RESPONSES** ....need to include this is preamble of survey you send out – **perhaps August 29? (tax payment due)**
- **The letter to ratepayers (may) had a different look and feel – established a bit of brand with use of photo.**
- **Continue to build on this attractive approach – it is a hook – and will get the attention of ratepayers and contribute to a higher return rate**
- **Survey has to look different that the newsletter that goes out in July.**

#### **UPCOMING ACTIONS – future (1.5 months)**

- **Recommended - Priority: One more steering committee meeting (entire group) in June (mid month). Follow-up from first meeting – IDENTIFY AS A GROUP YOUR TOP 5-6 CRITICAL ISSUES (from SWOT list developed at first meeting). Come away with a draft outline defining vision, goals and objectives.**

**ACTION:** Standing Committee has agreed to take drafts from this proposed meeting and refine focused, statements regarding goals and objectives – draft statements: economic, lifestyle

- These will be the draft goals, objectives - pillars agreed to by entire group
- These will become the core – high level messages of the Strategic Plan to present to ratepayers in October.
- Analysis of Survey results: Input will serve several purposes: ratepayers input will verify, support, compliment, expand or eliminate drafted goals and objectives. Determine when survey return deadline is and then time for analysis by standing committee.

**ACTION:** Develop marketing and communications plan for community engagement throughout process

**ACTION:** Preparation for ratepayer meeting in October:

- Include: Present purpose, process and introduce steering group, update of committee's activities, provide background of present draft plan before them – perhaps have an executive summary of – vision, goals and objectives
- Show results of ratepayer input to questions asked and how they support draft Strategic Plan
- Feed back - discussions regarding those key elements
- call for action – recommendation/suggestion: divide into working groups – 3 ideas/approaches to deliver on objectives - ask for implementation ideas- list of tasks – by who, when and cost.

\*\*\*