

THE CORPORATION OF THE TOWN OF GEORGINA

SPECIAL COUNCIL MINUTES

Monday, February 22, 2016
9:02 AM

Staff:

Winanne Grant, Chief Administrative Office
Rebecca Mathewson, Director of Administrative Services and Treasurer
Harold Lenters, Director of Planning and Building
Robin McDougall, Director of Recreation and Culture
Ron Jenkins, Director of Emergency Services and Fire Chief
Mary Baxter, Director of Library Services/CEO
Dan Pisani, Director of Operations and Engineering
Tricia Quinlan, Human Resources Manager
Shawn Conde, Manager of Information Technology Services
Karyn Stone, Manager of Economic Development & Tourism
Ryan Cronsberry, Manager of Municipal Law Enforcement/C.M.L.E.O.
Bev Moffat, HR Program Development Specialist
Ken Turriff, Communications Manager (Interim)
John Espinosa, Town Clerk
Carolyn Lance, Council Services Coordinator

Others:

Karen Wolfe, The Georgina Post
Heidi Riedner, The Advocate
Karen Wiannecki, Director of Practice, Planning Solutions Inc., Item No. 12(2)(A)

1. CALL TO ORDER - MOMENT OF MEDITATION

A moment of meditation was observed.

2. ROLL CALL

The following Council Members were present:

Mayor Quirk	Councillor Davison
Councillor Fellini	Councillor Harding
Councillor Neeson	Councillor Sebo

Regrets: Regional Councillor Wheeler

3. COMMUNITY ANNOUNCEMENTS *None.*
4. INTRODUCTION OF ADDENDUM ITEM(S) *None.*
5. APPROVAL OF AGENDA

Moved by Councillor Davison, Seconded by Councillor Harding

RESOLUTION NO. C-2016-0076

That the February 22, 2016 Special Council Agenda be approved as presented.

Carried.

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF *None.*
7. ADOPTION OF MINUTES *None.*
8. SPEAKERS *None.*
9. DELEGATIONS/PETITIONS *None.*
10. PRESENTATIONS *None.*
11. PUBLIC MEETINGS *None.*
 - (1) STATUTORY MEETING(S) UNDER THE PLANNING ACT OR MEETINGS PERTAINING TO THE CONTINUATION OF PLANNING MATTERS
 - (2) STATUTORY MEETING(S) UNDER OTHER LEGISLATION
 - (3) OTHER PUBLIC MEETINGS
12. REPORTS
 - (1) ADOPTION OF REPORTS NOT REQUIRING SEPARATE DISCUSSION
None.
 - (2) REPORTS REQUIRING SEPARATE DISCUSSION
 - (A) Corporate Strategic Planning Session

Winanne Grant, Chief Administrative Officer, advised that this is a follow-up to the Corporate Strategic Planning Session held in January, to define the mission, goals

and priorities. If the final document is not finalized today, it should be very close to providing staff with a clear understanding of what the corporate strategic priorities are and direction for the remainder of the term of Council.

Karen Wianecki, Director of Practice, Planning Solutions Inc., stated that the balance of the morning is to focus on the initial draft document that was developed in the January meeting; to refine the key purpose and objectives; review completed work, validate a vision statement, a mission statement, agree on a value statement to confirm the goal areas for the corporate strategic plan and to finalize a list of strategic priorities that are reflective of key priorities that will bring about transformative change.

Strategic Goals:

Goal 1 - Sustainable Economic Growth and Employment

Goal 2 – A High Quality of Life (healthy, safe, sustainable communities)

Goal 3 – Engage our Community (communications and engagement)

Goal 4 – Build Relationships

Goal 5 – Create a Culture of Organizational and Operational Excellence

Strategic Actions:

•34 strategic actions consisting of 28 planned activities (PA) that are already underway and ongoing, and 6 new initiatives (N)

Strategic Priorities/Action:

Goal 1 – Economic Growth and Employment (sustainable economic growth)

- Economic Development Strategy (N)
- Implement the Business Retention & Expansion Strategy (PA)
- Business Attraction Strategy (N)
- Improve Planning Process by enhancing Site Plan Approval Process to support business growth (PA)
- Broadband Strategy (PA)
- Implement Tourism Strategy (PA)
- Work with agriculture to identify opportunities for value-added agriculture (agribusiness positioning/development strategy) (N)
- Implement Town Branding and Marketing Strategy (PA)

Goal 2 – Healthy, Safe, Sustainable Communities (A High Quality of Life)

- promote healthy living by support in opportunities for cycling and multi-use trails (PA)
- Improve Emergency Management and Prevention – implement the Fire Master Plan and advance Town's Emergency Management Plan (PA)
- advocate for improved age-in-place services (PA)

- enhance Cultural and Recreational programming including optimal use of Town-owned facilities (The ROC, MURC) (PA)
- innovative Housing Strategy (PA)
- continue to protect the natural environment (PA)
- improve access and accessibility through public transportation and the 400/404 link (PA)

Goal 3 – Communication and Engagement (engage our community)

- implement Community Engagement Strategy (PA)
- implement External Communications Strategy (PA)
- improve Town communications (website, self-serve kiosks, online portal) (PA)

Goal 4 – Collaboration and Partnership (build relationships)

- implement service level agreements to advance P2 Partnerships and explore alternative service delivery options (N)
- strengthen industry, business & academia partnerships (PA)
- explore joint grant funding (PA)
- support BIA & Chamber efforts to improve business areas (PA)
- implement Community Engagement Strategy (PA)

Strategic Priorities/Action:

Goal 5 - Organizational and Operational Excellence

- implement Customer Service Strategy (PA)
- conduct core services review (N)
- continue to implement Fiscal Strategy (PA)
- continue to support N6 Services Review (PA)
- environmental scanning to identify emerging issues, trends and opportunities (N)
- advance HR Management Strategy (PA)
- develop Internal Communications Strategy (PA)
- implement Administrative Services Review (PA)
- explore opportunities for enhanced records management (PA)
- implement Performance Management and results-focused evaluation (PA)
- implement Municipal Asset Management Plan (PA)

Tasks include; a) review the vision, mission and values, b) review and assess the goal areas, c) revisit the list of actions and d) decide on priorities.

Ms. Wianecki suggested that most of the listed goal items are already planned items and currently being worked on. Council needs to decide which items realistically need to be completed within the next three years.

Winanne Grant suggested that subsets to a priority action be called 'tasks'. Clear direction is needed from Council respecting the shorter term and longer term priorities, and then staff will report on which priority actions and tasks can be

realistically achieved within the timeframe. Ms. Grant advised that Council needs to consider the reality that there will be actions already in progress that will need to be parked.

Ms. Wianecki stated that once the strategic actions have been defined, staff should operationalize the list, identifying how each action will be achieved, who will take the lead, who will be involved and what funding is required. When she looks at the strategic initiatives, she sees many items already moving forward and assumes that those items already have allocated funding. Council must decide what action items are critical to complete, taking into consideration the resources required and the costs associated with those action items.

VISION STATEMENT created at January 12, 2016 meeting:

Current options include:

1. 'To be a well-balanced vibrant community that preserves and protects Georgina's natural environment and rural character, while providing for a high quality of life, growth and economic development in a sustainable manner.'
2. 'To provide or facilitate excellent and innovative municipal services and programs in a sustainable fashion from an environmental, financial and socially economic perspective'
3. 'Focused on wellness, enhanced community engagement, inclusivity and meeting/exceeding customer expectations'
4. 'A healthy, inclusive, sustainable and affordable community'
5. 'We are a vibrant, safe, welcoming and progressive community'
6. 'The Town of Georgina; a progressive and innovative community. Vibrant, healthy, safe, inclusive and affordable, for all ages'

New Vision Statement:

"Georgina; a progressive and vibrant lakeside community with character"

MISSION STATEMENT created at January 12, 2016 meeting:

Current options include;

1. 'Servicing Georgina today, for tomorrow'
2. 'A Town dedicated to customer service excellence through the delivery of municipal services'
3. 'Supporting the needs of our growing community in an efficient and effective manner'
4. 'Georgina – providing exceptional municipal services today, for tomorrow'

New Mission Statement:

"Georgina – dedicated to providing exceptional municipal services"

GOVERNING FUNDAMENTALS/VALUES

Consultant recommendation:

"Respect for the taxpayer. At the Town of Georgina, we value:

- Honesty and Integrity
- Accountability
- Responsibility and Responsiveness
- Professionalism and Respect

We will be driven in all of our actions by a 'customer-first' focus and the importance of offering value-added service in a professional, respectful and responsive manner"

New Governing Fundamentals/Values:

"Georgina, driven by integrity, accountability, responsibility, responsiveness, professionalism, and respect"

Moved by Councillor Sebo, Seconded by Councillor Neeson

That the meeting recess at 10:31 a.m.

Carried.

The meeting resumed at 10:45 a.m.

STRATEGIC GOALS

Goal 1; sustainable economic growth and employment

Goal 2; a high quality of live (healthy, safe, sustainable, communities)

Goal 3; Engage our community (communication & engagement)

Goal 4; Build Relationships

Goal 5; Create a culture of organizational and operational excellence

New Strategic Goals:

1 Sustainable Economic Growth and Employment

2 A High Quality of Life (Healthy, safe, sustainable communities)

3 Engage our Community; communication & engagement and relationship building

4 Create a culture of organizational and operational excellence

Goal 1: Economic Growth & Employment (Sustainable Economic Growth)

1. Update Economic Development strategy
2. Implement the Business Retention & Expansion Strategy
3. Prepare an Investment Attraction Strategy
4. Continue to review and improve the development review and building permit approval process

5. Identify opportunities to improve connectivity across Georgina by implementing the Broadband Strategy, continuing to work with partners to identify opportunities to improve accessibility through public transportation and the 400/404 link, supporting the implementation of the York Region Transportation Master Plan
6. Support implementation of the Tourism Strategy by supporting the work of the Chamber and other partners
7. Implement the Town Branding & Marketing Strategy
8. Work with industry, business and academia to strengthen the economy and promote local employment
9. Continue to support the efforts of the BIA and Chamber of Commerce to improve business areas including aesthetic improvements
10. Implement the Community Improvement Plan

Top order:

- Update of Economic Development Strategy
- Implementation of Investment Attraction Strategy
- Broadband Connectivity

Goal 2: Promote a High Quality of Life – Healthy, Safe, Sustainable Communities

1. Promote active healthy living
2. Improve emergency response and prevention by implementing the Fire Services Master Plan and advancing the Town's Emergency Management Plan
3. Advocate for improved age-in-place and health care services, including enhanced access to primary and specialty care physicians
4. Continue to explore opportunities for enhanced culture and recreation including the optimal use of existing and proposed Town-owned facilities
5. Continue to implement the recommendations of the Recreational Facility Needs Study including facilitation of the Multi-Use Recreational Complex (MURC) as an immediate priority
6. Develop an Innovative Housing Strategy to promote a range of housing choices including those geared to seniors
7. Celebrate, protect and recognize Georgina's collective natural environment
8. Promote recreational opportunities that exist due to Georgina's geographic location and features

Karen Wianecki advised that she will produce the next draft based on changes made at today's meeting for Council to review and forward their thoughts and suggestions, identifying top goals and priorities, to the Chief Administrative Officer for finalization. All thoughts and suggestions should be forwarded to the Chief Administrative Officer by Friday, February 26th. A draft will be submitted for Council's consideration in the form of a report near the end of March or beginning of April.

Karen Wianecki thanked all participants for their commitment and dedication.

Moved by Councillor Harding, Seconded by Councillor Neeson

RESOLUTION NO. C-2016-0077

That the Draft Corporate Strategic Plan, staff discussion and amendments made at the February 22, 2016 Special Council meeting be received.

Carried.

13. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS AND COMMITTEE OF ADJUSTMENT *None.*

- (1) Dispositions/Proclamations
- (2) General Information Items
- (3) Committee of Adjustment Planning Matters
 - (a) Under Review
 - (b) Recommendations
 - (c) Decisions

14. MOTIONS/NOTICES OF MOTION *None.*

15. REGIONAL BUSINESS

Mayor Quirk advised that she will be travelling to Ottawa with Regional Council on February 24, 2016, to meet with Prime Minister Justin Trudeau.

16. OTHER BUSINESS *None.*

17. BY-LAWS *None.*

18. CLOSED SESSION *None.*

- (1) Motion to move into closed session of Council
- (2) Motion to reconvene into open session of Council and report on matters discussed in closed session.

19. CONFIRMING BY-LAW

Moved by Councillor Harding, Seconded by Councillor Davison

RESOLUTION NO. C-2016-0078

- (1) By-law No. 2016-0012 (COU-2), a by-law to confirm the proceedings of Special Council on February 22, 2016.

Carried.

20. MOTION TO ADJOURN

Moved by Councillor Harding, Seconded by Councillor Fellini

That the meeting adjourn at 12:16 p.m.

Carried.



Margaret Quirk, Mayor



John Espinosa, Town Clerk

