

# Strategic Priorities 2024

## SERVICE EXCELLENCE

Create a progressive and positive work environment that fosters innovation and continuous improvement, maintains organizational effectiveness and efficiency, and delivers quality services and programs.

### PRIORITIES:

1. Implement innovative attraction and retention strategies, such as developing a marketing video.
2. Develop and provide training and development opportunities for staff and Council.
3. Complete an organizational review.
4. Complete a Financial Data Comparative Study.
5. Implement a budgeting software system and Office 365
6. Complete process for filling Ward 4 vacancy.
7. Continue to grow services and access to online services.

## SUSTAINABLE INFRASTRUCTURE

Invest in current and future assets that will respond to the long-term sustainability of the municipality, and the evolving needs of the residents and visitors through transparent and accountable decision-making and responsible financial management.

### PRIORITIES:

1. Update and maintain Asset Management Plan for all municipal infrastructure.
2. Investigate and implement the Asset Retirement Obligations.
3. Update Engineer Design Guidelines.
4. Develop a Water and Sewer Servicing Plan.
5. Initiate water and wastewater services expansion on Lakeshore, Ridge, Maple and Lone Birch.
6. Complete a water and wastewater rate study.

## COMMUNITY CONNECTION

Support a connected community by preserving and promoting our heritage, maintaining open and honest communication, collaborating with partners, and enhancing the health and safety of our community.

### PRIORITIES:

1. Continue to acquire data, engage community and activity, and investigate new systems and tools to increase access and reach of communications.
2. Continue to grow strategic partnerships.
3. Develop a Special Events Strategy and Policy.
4. Update Parks and Recreation Master Plan.
5. Continue to monitor the community's needs and communicate emergency preparedness and safety.

## STRATEGIC GROWTH

Create opportunities for sustainable growth that balances the diversity of the community while being responsible environmental stewards.

### PRIORITIES:

1. Complete the Official Plan Update.
2. Complete the Lake St. John Flood mapping project.
3. Develop and implement Community Improvement Plan with Urban Design Guidelines.
4. Work with partners to identify opportunities to enhance tourism and business attraction.