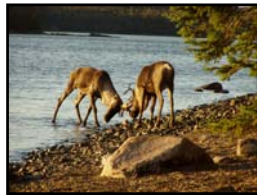




# Township of Terrace Bay



Strategic Plan 2007-2011

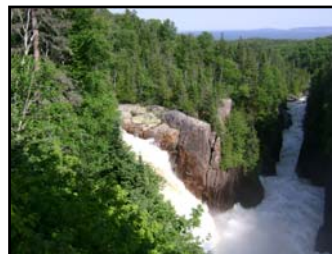


*May 2008*

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## Strategic Plan Outline

- Message from the Mayor
- Strategic Plan Process
- Vision Statement
- Mission Statement
- Values
- Goals
- Discussion
  
- These are almost all local pictures from our North Shore Picture Challenge!



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## Message from the Mayor

- This plan is a roadmap
- It identifies challenges and opportunities
- It needs public support
- This plan will lead to a more defined future



*Michael King*

“Today’s vision, tomorrow’s success.”

Building on our Mission

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## Strategic Planning Process

- Request for proposal distributed to various qualified consultants
- Confederation college instructors – John Hatton and Mike Cameron selected
- Roundtable weekend discussions with council and the CAO
- Development of a strategic plan
- Now looking for public feedback
- This is a ‘living’ document and open to change

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## Vision Statement

- We want to become:

“The **Progressive Community**

that is Welcoming the **World**

*to our Home”*



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## Mission Statement

Terrace Bay provides services that advance the quality of life for our citizens and visitors alike.



We do this through strong leadership committed to maintaining the integrity Terrace Bay is known for.



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## Values

- Respect - for one another and visitors
- Diversity - in our people and industry
- Responsive - to all people
- Unity - with one and all
- Pride - value our community
- Prosperity - thriving and healthy growth
- Accountability - finish what is started

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## Goal #1 – Quality of Life

We are a healthy, safe, and economically sustainable community for our citizens

- Health and Welfare
- Seniors Community
- Active Living Center
- Recreation
- Parks
- Cenotaph



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## 1A - Health and Welfare

- Work in partnership with our health care providers to recruit and retain health care professionals



- Work in partnership with the McCausland Hospital and the Township of Schreiber to bring the long-term care facility to fruition

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## 1B - Seniors Community

- Be active members on Superior Seniors Club
- Continue Seniors Snow Removal programme
- Enhance and continue to support programmes for seniors
- Develop a brochure outlining Township programmes and activities for Seniors



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## 1C - Active Living Center

- Purchase former St. Martins Separate School
- Develop an operating plan for the facility with the Superior Seniors Club



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## 1D - Recreation

- Maintain in good repair all of our recreational facilities and to seek any government funding to assist with these repairs
- Work with volunteer/non-profit recreation clubs for the good of the community



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## 1E - Parks

- Enhance and maintain our playgrounds and parks



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## 1F - Cenotaph

- Rejuvenate cenotaph in partnership with the Royal Canadian Legion



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## Goal #2 – Excellence in Governance

We are a proactive organization that governs in an accountable and responsive manner

- Code of Conduct
- Leadership
- Bylaws and Regulations



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## 2A - Code of Conduct

- Develop a code of conduct for Council, employees and volunteers



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## 2B - Leadership

- Implement the Strategic Plan by ensuring it is a regular part of the Council's regular business meetings with an annual planning session to review the plan in detail



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## 2C - Bylaws and Regulations

- Explore all avenues to assist in providing progressive guidance to enhance our community



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## Goal #3 – Sustainable Economy

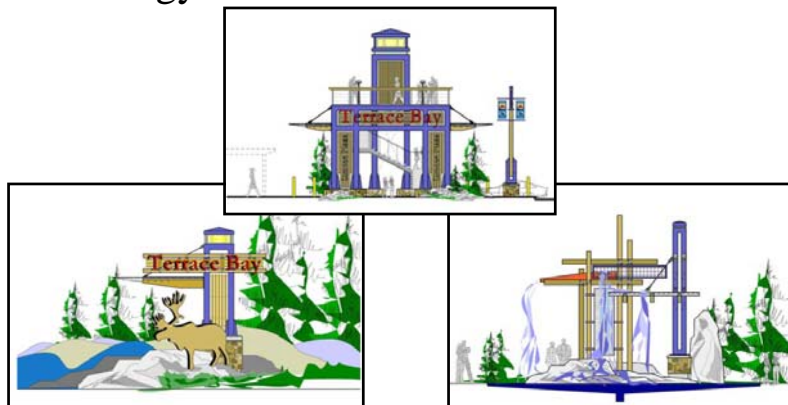
We will lead Terrace Bay's economic recovery by supporting rational economic growth

- Downtown Revitalization
- Highway Commercial Development
- Terrace Bay Pulp Inc.
- Business Retention and Expansion
- Investment Readiness
- Business Attraction
- Waterfront Development
- National Marine Conservation Area

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## 3A - Downtown Revitalization

- Implement our downtown revitalization strategy



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## 3B - Highway Commercial

- Continued site preparation and marketing
- Connect development to municipal sewer system



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## 3C - Terrace Bay Pulp Inc.

- Work collaboratively with Terrace Bay Pulp Inc. in future growth



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## 3D - Business Retention/Expansion

- Conduct a joint business retention and expansion study with the Township of Schreiber as recommended by the Community Adjustment committee



## 3E - Investment Readiness

- Be prepared for when Terrace Bay is approached by an economic development site selector
- Complete investment readiness strategy as recommended by McSweeney and Associates



[www.terracebay.ca](http://www.terracebay.ca)

## 3F - Business Attraction

- Hire a Special Projects Co-ordinator to assist with different municipal and economic development projects within the township



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## 3G - Waterfront Development

- Work collaboratively with land owners for the development of Hays Lake and Lake Superior waterfronts



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## 3F - National Marine Conservation Area

- Establish Terrace Bay as the Eastern Gateway to the Lake Superior National Marine Conservation Area with a Parks Canada presence in the community



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## Goal #4 – Healthy Environment

Maintain the balance of environmental stewardship versus environmental impact

- Recycling
- Maintain Green Space
- Energy Efficiency
- Community Aesthetics



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## 4A - Recycling

- Work collaboratively with local municipal partners to establish a recycling programme



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## 4B - Maintain Green Space

- Introduce a reusable shopping bag programme



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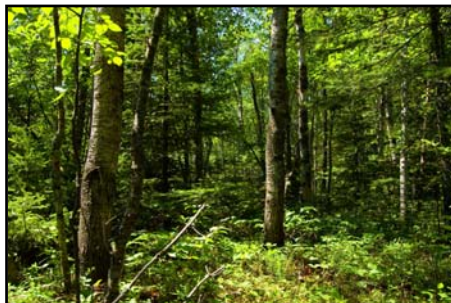
## 4C - Energy Efficiency

- Develop a 'no idling' policy for all municipal vehicles and encourage same for township residents
- Investigate energy reduction for all municipal assets
- Investigate ground source heat pump systems



## 4D - Community Aesthetics

- Implement municipal clean-up day with community barbeque
- Develop a strategy to replant local trees



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## Conclusion

- Working together, we can make a difference
- This plan is designed to move our municipality forward in a progressive and productive manner



Special thanks to everyone that contributed photos used in this presentation, especially Stephen Roberts

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## Visit [www.terracebay.ca](http://www.terracebay.ca)



**Terrace Bay**  
Ontario, Canada

**Live Work Play Welcome**

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- Job Bank
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- Maps
- Municipal Contacts
- Real Estate
- Recreation
- Arena Schedule
- Site Selector Info

Terrace Bay  
Forecast  
Today 15°C

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- Statistics

More coming soon ...

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