

TSBP Strategic Plan: Creating Our Future – 2014 Update and Future Actions
Short Term Actions to be Completed by 2015
(Long Term Items Noted in Green)

GOAL 1: SUPPORTIVE AND ACCOUNTABLE MUNICIPAL OPERATIONS AND GOVERNANCE	1.1 Improved Communication and Outreach to Support A Strong Team of Municipal Staff and Council		2014 Update and Future Actions
	1.1.1 Develop a Communication Strategy to enhance internal and external communication opportunities.	Administrator	<p>External</p> <ul style="list-style-type: none"> • To improve services to the community and strengthen municipal accountability, the Town has enhanced communications with various Aboriginal groups through consultation for infrastructure projects, consideration of joint projects/interests and on-going sharing of information. • Minutes of public meetings are posted, including the live recordings of Council meetings. • Economic development updates are circulated bi-annually, informing the community on the various projects and initiatives that the Town is pursuing. • The Economic Development Officer maintains regular, on-going communications with the business community and provides regular updates to Council, the news media, chambers of commerce and revitalization committees. • Other public information circulars are: the Information Update included with the Tax Bill, Recreation Guide, and Public Notice information on the Town's website. <p>Internal</p> <ul style="list-style-type: none"> • Consistent bi-monthly meetings are held with Department Heads with emphasis on a global approach towards implementation of policy/directives and problem solving • Consistent monthly meetings are held with non-union Staff to discuss Council directions, review Human Resource matters and discuss Town policies and Health & Safety matters. • Discussions occur with the Union Steward with regard to policies, health & safety and matters specific to union employees. • Annual get-togethers are held for all employees. <p>Future Actions: A formal communications strategy will be developed in 2015. In the interim components of a communications strategy are reflected in Town policies</p>

<p>1.1.2 Improve the Town Website as a means of communicating. Update the site regularly with relevant information and community initiatives.</p>	<p>Deputy Manager of Financial Services and Clerk</p>	<p>dealing with responding to public inquiries as well as a defined communication process for Town staff.</p> <ul style="list-style-type: none"> Information is updated on the Town's website on a regular basis (employment opportunities, Council minutes, Council recordings, etc. Documents on the website have been updated to conform to accessibility standards. <p>Future Actions: In 2015/2016 consideration of updating the Town's website and enhanced searches. Research of other municipal websites to be undertaken to ascertain:</p> <ul style="list-style-type: none"> Layout Search capabilities to be enhanced Type of information stored and length of time Updating of department pages with a more user-friendly approach .
<p>1.1.3 Development of a Corporate Strategic Plan and Organizational Review that evaluates service delivery and human resource needs and requirements leading to the development of new performance metrics and improved management of staff priorities.</p>	<p>Administrator</p>	<ul style="list-style-type: none"> An organizational review of general services was undertaken in 2013 and approved by Council. The performance metrics has been reviewed and updated. The staff management structure was updated in 2013 to an Administrator matrix which permitted Department Heads greater decision-making powers with regard to their respective services. <p>Future Actions:</p> <ul style="list-style-type: none"> A core service review of departments to be undertaken to confirm service focus and implementation. The performance metrics will continue to be reviewed and updated on a regular basis. The staff management structure will continued to be reviewed to confirm effectiveness in view of the new governing structure (Council).
<p>1.1.4 Conduct an Employee Satisfaction Survey in an effort to measure overall employee satisfaction, and gauge the views of staff on various issues.</p>	<p>Administrator/ Council</p>	<ul style="list-style-type: none"> An employee satisfaction survey was undertaken in 2014 with the results to be formulated and presented to Council. <p>Future Action</p> <ul style="list-style-type: none"> In 2014/2015: Council's review of employee satisfaction survey and consideration of appropriate actions to be taken.

<p>1.1.5 Explore the interest in establishing Citizens Committees or Advisory Groups to support staff and council in reviewing and making decisions (i.e. Accessibility Advisory Committee, Environmental Advisory Committee)</p>	<p>Administrator/ Council</p>	<ul style="list-style-type: none"> • Council and staff have given consideration to establishing citizen committees or advisory groups (such as an Accessibility Advisory or Environmental Committee), and have concluded that in view of the current Staff resources, additional committees would not be undertaken at this time. • Input has been received from the public with regard to the preparation of the Multi-Year Accessibility Plan. • Council members participate on committees whose mandate is to oversee environmental issues which impact the Town of South Bruce Peninsula <p>Future Action: In 2015, the new Municipal Council can give consideration to the appropriateness of establishing citizen committees or advisory groups and how same will be administered.</p>
<p>1.2 Creation of a Municipal Structure to Improve Town wide Management and Operations</p>		<p>2014 Update and Future Actions</p>
<p>1.2.1 Review the current Council representation, and if required, develop a system that is more supportive of the community needs (i.e. - ward vs. election at large).</p>	<p>Council</p>	<ul style="list-style-type: none"> • The Council representation has been reviewed and a new governing structure (i.e. – five Council members elected at large) has been approved for the 2014 Municipal Elections that is more supportive of the community needs.
<p>1.2.2 Evaluate Council roles and responsibilities and refine the decision protocol to ensure clear decision making.</p>	<p>Council</p>	<ul style="list-style-type: none"> • The orientation program which emphasizes Council’s role as a policy maker will continue to be updated and utilized for future council members. • There has been a greater delineation between administrative responsibilities (implementation) and Council’s roles/responsibilities (decision making & policy setting).
<p>1.2.3 Continue to review and update policies to address accountability and transparency</p>	<p>Administrator</p>	<p>The Administrator continues to review and update existing policies as well as recommending new policies to address accountability, transparency and responsibility.</p> <p>Future Action: In 2015, the Administrator will be undertaking a comprehensive review of how policies are presented in the policy manual to enhance user-friendly access.</p>

GOAL 2:HEALTHY AND VIBRANT COMMUNITIES

2.1 Further Develop and Support Recreation and Leisure Services that Encourage Healthy and Active Community Members

2014 Update and Future Actions

2.1.1 Continue to support and encourage the participation in current Recreational Services and programs through the promotion of a recreational services guide.

Recreation Programmer

The Recreation Programmer arranges recreational activities as well facilitating community groups in sponsoring leisure and recreation events. An annual Recreation newsletter (produced since 2001) continues to be circulated and includes community groups & organizations, programs and services.

2.1.2 Continue to develop awareness programs that promote the benefits of recreation in supporting a healthy lifestyle.

Recreation Programmer

The Town continues to support community-based activities by ensuring the availability of town facilities as a venue for such events as coordinated by the Recreation Programmer.

2.1.3 Develop a Recreation Master Plan to support the current and future population recreation and leisure needs.

Recreation Programmer / Manager of Public Works

For 2015, a Recreation Master Plan will be developed which reflects the current and future recreation and leisure needs for the population.

2.1.4 Evaluate options to increase connectivity for non-vehicular and active transportation options (i.e. - hiking, biking and walking trails).

Manager of Public Works

Public Works will be working with Bruce County planning to develop a trail network.

2.1.5 Continue further research and re-development initiatives for Bluewater Park in Wiarton

Manager of Public Works / Economic Development Officer

In 2014 the Manager of Public Works provided information to Council with regard to addressing the drainage problems at Bluewater Park.

- New lease/Restaurant Dockside Willie's
- Lighting being installed
- Paving of main parking lot
- Chamber moved into new building
- Investigated opportunities for Skateboard Park

Future Action:

In 2015 consideration will be given to including an expenditure for addressing the drainage problem in Bluewater Park.

2.2 Continue to Support the Provision of a Health and Social Services to Meet the Needs of the Community and Changing Demographics		2014 Update and Future Actions
2.2.1 Continue to market and promote excellent health care and services to attract residents to the area	Phy. Rec. Committee / Economic Development Officer	<ul style="list-style-type: none"> Enhanced and targeted marketing highlighting the Town of South Bruce Peninsula as a desirable place to live and do business.
2.2.2 As required, work in partnership with Bruce County to advocate health and social service needs to meet the requirements of the changing demographics (i.e. - aging population)	Administrator	When required, the Administrator will work in partnership with Bruce County and other municipalities within the County to advocate health and social service needs to meet the requirements of the changing demographics (i.e. – the aging population).
2.2.3 Work in partnership with the County to identify and collaborate to obtain funding and grants for services that support TSBP residents.	Manager of Financial Services	<ul style="list-style-type: none"> Funding has been secured through OMAFRA (Rural Economic Development Fund), Nuclear Waste Management Organization, Spruce the Bruce, County of Bruce, Ministry of Tourism, Community Foundations Grey Bruce – Eva LaFleur fund. The Town continues to work with/sponsor community groups in making applications to funding agencies (Celebrate, Canada, JCP)
2.3 Promote and Encourage a Creative Community that Embraces Arts, Culture and Heritage		2014 Update and Future Actions
2.3.1 Continue to work with the Heritage Committee to develop an inventory of current Heritage and Cultural Assets and develop marketing and promotion materials to showcase the community heritage	Clerk	<ul style="list-style-type: none"> Tourism students updated heritage inventory to include photos and available information of items Worked with Wiarton Walks to further develop the historic walking tour and produce updated and attractive marketing materials. At this time, properties are not listed, but the Heritage Committee continues to work on local workshops and “Doors Open” events. The book, <u>Wiarion History</u> was produced in 2013 and flyers posted in Town.
2.3.2 Encourage a thriving art community by identify-	Economic Development	<ul style="list-style-type: none"> Encourage businesses to showcase local artisans Showcased local art in Train Station and Visitor Centre (now Chamber

<p>ing the current Artists and opportunities for promotion showcasing unique arts and crafts in downtown areas (linked to 3.2)</p>	<p>Officer</p>	<p>office)</p> <ul style="list-style-type: none"> Worked with local artists on mural projects in Sauble Beach and Wiarton.
<p>2.4 Support the Development Confident Youth through Educational Opportunities, Com-munity Participation and Community Pride</p>		<p>2014 Update and Future Actions</p>
<p>2.4.1 Establishment of a Mayor’s Youth Task Force to work with municipality and staff to obtain youth specific feedback</p>	<p>Council</p>	
<p>2.4.2 Continue to support the Youth Centre and encourage staff and council interaction with the Centre</p>	<p>All</p>	<p>Public Works in conjunction with other departments will continue to support the Youth Centre.</p>
<p>2.4.3 Strengthen partnerships with local schools to develop shared initiatives to capitalize on the available resources and services available</p>	<p>Council</p>	<ul style="list-style-type: none"> EDO works with school on projects to maximize school resources (Willie cut outs, A-frame signs, painting).
<p>2.4.4 Continue to support the establishment of programs for youth to encourage municipal participation and interest in the community that leads to better trained and engaged youth</p>	<p>Recreation Programmer</p>	<ul style="list-style-type: none"> The Recreation Programmer will continue to provide programs for the youth, including karate, tennis lessons, soccer, basketball camps, etc. The Recreation Programmer will assist outside youth groups in need of direction to organize.

GOAL 3: SUSTAINABLE INFRASTRUCTURE AND BUILT ENVIRONMENT	3.1 Development of Local Infrastructure that is Viable, Progressive and Sustainable through a Diverse Range of Opportunities and Partnerships.		2014 Update and Future Actions
	3.1.1 Develop a 10-year Capital Investment Plan to assess and balance infrastructure affordability and renewal, including roads, bridges, communication infrastructure and all municipally owned assets. This would include the development of a capital replacement account to budget accordingly.	Manager of Financial Services	Staff completes an annual capital budget that includes a 9-year capital forecast. The 2013 Asset Management Plan covered roads, bridges, water and sewer infrastructure and considered a 50-year time horizon.
	3.1.2 Continue to identify funding opportunities for infrastructure maintenance and repair	Administrator / Manager of Financial Services	The following capital projects received infrastructure funding approval in 2013/2014: <ul style="list-style-type: none"> • Oliphant Water Reinstatement Project • Claude St./Brown St. Road Reconstruction Project • Wiarton Sewage Treatment Plant upgrade
	3.1.3 Investigate private sector infrastructure interest and investment for improvement opportunities	Managers of Financial Services and Public Works	In consultation with the Manager of Finance, the Manager of Public Works will consider proposals from private sector infrastructure interest as well as investment for improvement opportunities.
	3.1.4 Update the Road Needs Study to evaluate the current situation and future road requirements	Manager of Public Works	<ul style="list-style-type: none"> • The Road Needs Study was updated the end of 2013 and presented to Council in 2014. Future Action: <ul style="list-style-type: none"> • A Request for Proposals will be reissued in 2018 to update the Road Needs Study.
	3.1.5 Update the Development Fee Study and create the required actions in response to the findings.	Manager of Financial Servicee	In 2013 Council approved of proceeding with the Development Fees Study report, and Staff are awaiting the consultant's report.
	3.1.6 Continue to explore and encourage Green	Chief Building Official	The CBO will work cooperatively with any developers who wish to incorporate green development standards for new and refurbished

Development Standards for new and refurbished buildings.		buildings
3.1.7 Conduct a traffic study to re-evaluate a by-pass around Wiarton to improve the flow of traffic.	Manager of Public Works	This item comes under the jurisdiction of the Ministry of Transportation; however, should the Province should conduct a traffic study to re-evaluate a by-pass around Wiarton, the Public Works Manager will offer input to ensure that any changes do not have a negative impact on local businesses.
3.1.8 Development of Accessibility Policies and Procedures that will assist in ensuring a barrier-free municipality that strives to prevent and remove all barriers in order to promote equal opportunity and participation by residents and visitors with disabilities (i.e. linked to the Establishment of an Accessibility Advisory Team)	Administrator	<p>A Multi-Year Accessibility Plan was prepared and approved by Council in 2013 accompanied by a 5-Year Financial Plan for implementing plans to remove or reduce accessibility barriers. In 2012 Council made a decision to limit the number of citizen advisory committees in view of staff resources and availability.</p> <p>Although an Accessibility Advisory Committee was not established, input was received from the public through questionnaires circulated at various locations, telephone conversations and on-site visits of facilities.</p>
3.2 Continue to Undertake Revitalization Initiatives to Establish Vibrant Areas		2014 Update and Future Actions
3.2.1 Continue to implement the Streetscape Beautification and Landscape Improvements initiatives through the Downtown Revitalization Plan	Economic Development Officer	<ul style="list-style-type: none"> • Established community revitalization committees and developed 5-year action plans for downtown priorities. • Updated Community Design Toolkits • Developed and e-blast for the Chamber to send out business information • Have secured partners and funding for numerous downtown projects • (Projects include murals, bike racks, benches, banners, garbage cans, literature holders, gardens, signage, renovations to Willie's home, pier improvements, 'arch', etc.) • Implemented Façade Improvement Grants program and teamed up with Spruce the Bruce to offer 2/3 funding for façade improvements • Have better linked festivals, events and activities to downtown and initiated collaborative opportunities and packaging

<p>3.2.2 Update the Revitalization Schedule to identify any additional downtown revitalization requirements for each of the downtown areas.</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> • Developed retail marketing campaign (Wiarthon Wednesdays) to encourage business to gear promotions and specials to one consistent day of the week • Encouraged Farmer's Market to relocate to Parkette • Co-hosted a workshop on understanding downtown economies. • Further defined Sauble Beach and Wiarthon brands and brand meanings – participated in Roger Brooks' Brand Camp • Broadened focus to four pillars of downtown revitalization (Organization, Physical Design, Marketing and Economic Development)
<p>3.2.3 Continue to implement the Façade Improvement Program and Storefront Sign Improvement Program</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> • Increased budget for Façade Improvement grants and teamed up with Spruce the Bruce to leverage additional funding • Further refined design criteria and eligible projects • Promoted projects with bigger visual impact • Additional buildings being improved outside of the grant program
<p>3.2.4 Continue to implement the Wayfinding Program putting up signs along main routes to identify and promote places of interest</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> • Wayfinding signs completed in Wiarthon • Gateway sign installed • Sauble Beach wayfinding being installed in June 2014 • Pay to Play system designed for Sauble Beach commercial businesses • Funding secured through Regional Tourism Organization 7, Chamber and County
<p>3.2.5 Explore waterfront revitalization initiatives that could support additional waterfront activities for tourists and residents to enjoy</p>	<p>Economic Development Officer/Public Works</p>	<ul style="list-style-type: none"> • Kayak and paddle board rentals in Bluewater Park (2014) • Improvements have been done to Pier, benches & banners installed • Community garden work • Sauble Beach Retro Bathing Suit exhibits installed (continuing in 2014) • BeaverTails opened on Lakeshore (2013) • Signage to waterfront facilities improved, buoys installed (BWP) • Safe beach cleaning investigated

GOAL 4: STABLE ECONOMY SUPPORTED BY SKILLED LABOUR FORCE AND EMPLOYMENT OPPORTUNITIES	4.1 Development of Local Infrastructure that is Viable, Progressive and Sustainable through a Diverse Range of Opportunities and Partnerships.		2014 Update and Future Actions
	4.1.1 Work with partners to identify feasible options aimed at attracting and retaining youth and youthful labour force in the community.	Economic Development Officer	<ul style="list-style-type: none"> Working with local businesses to determine whether there are opportunities to expand. Worked with Chambers to develop positions and hired several staff under the Job Creation Partnership program. Hosted two Job Fairs in conjunction with VPI Employment Solutions, provided resume critiquing/workshop and customer service training. Work with Business Enterprise Centres to promote 'Summer Company' for youth. Promote the Live Grey Bruce program that connects potential candidates with local companies. Worked with highschool students on community projects (Warton Willie cut outs, Warton signs) to develop experience and work towards community service hours.
	4.1.2 Identify local interests and gaps in training opportunities that could attract and retain local community members	Economic Development Officer	<ul style="list-style-type: none"> Worked with Business Enterprise Centre to host a 'Local Success Stories' for International Women's Day. Worked with County to bring in Roger Brooks – Destination Development International to provide 'Brand Camp' training on destination development and training.
	4.1.3 Investigate opportunities to attract private interests that could contribute to a skilled labour force	Economic Development Officer	<ul style="list-style-type: none"> Worked with OMAFRA to conduct a Market Analysis study, Customer Origin study and visitor surveys to determine where gaps may exist in local products/services. Developed and continue to conduct Building Inventory and Business Surveys to identify potential opportunities for private interests which could lead to opportunities for a skilled labour force. Currently working on two Rural Economic Development projects geared to marketing and business recruitment and expansion.
	4.1.4 Work with community partners to promote local business support services and training opportunities	Economic Development Officer	<ul style="list-style-type: none"> Assisted Chamber with re-establishing Business After Hours program to connect businesses and make them aware of each other's products and services Provide updates and information to the Chamber's E-blasts Worked with and County to co-host workshop on 'Understanding Downtown Economies'. Marketing 101 workshop is being planned for the fall.

4.2 Continue to Market and Support the Current Businesses		2014 Update and Future Actions
4.2.1. Develop an Inventory of Existing Businesses (linked to 4.3.1)	Economic Development Officer	<ul style="list-style-type: none"> Developed an online directory of businesses in Wiarton at www.visitwiarton.ca. Continue to work with Sauble Beach to update all businesses at www.saublebeach.com
4.2.2. Conduct a Needs Assessment with Local Business to identify priorities to create sustainable businesses practices (i.e. funding support for revitalization initiatives, employment challenges)	Economic Development Officer	<ul style="list-style-type: none"> Commenced business surveys early 2014 and will continue to the end of year. Surveys identify local business needs in areas of training, succession planning, marketing, window displays, finances, business planning, retirement, social media, hiring, etc., as well as issues that may be prohibiting success, growth or expansion. Working with RED project to identify why certain businesses have not been successful in order to better target business recruitment.
4.2.3. Liaise with municipal, county, province and senior levels of government to investigate opportunities to attract economic investment and funding opportunities.	Economic Development Officer	<ul style="list-style-type: none"> Successfully worked with all levels of government securing funding for various projects. Funding has been secured through OMAFRA (Rural Economic Development Fund), Nuclear Waste Management Organization, Spruce the Bruce, County of Bruce, Ministry of Tourism, Regional Tourism Organization 7, Celebrate, Tourism Event Marketing Partnership, Community Foundations Grey Bruce – Eva LaFleur fund. The Town continues to work with/sponsor community groups in making applications to funding agencies (Celebrate, Canada Day, JCP)
4.2.4. Work with local businesses to create a variety of employment opportunities for youth in the community that can be supported by government resources and funding	Economic Development Officer	<ul style="list-style-type: none"> Promote Federal and Provincial support programs that are funded through the Business Enterprise Centres.
4.2.5. Assist Chambers/BIA in Developing a Marketing and Promotion Strategy showcasing local businesses (linked to 4.3.2)	EDO <u>Partners</u> Chambers of Commerce	<ul style="list-style-type: none"> Marketing and communication plans have been established in Sauble Beach and Wiarton Refined community brands and supporting style guides and toolkits for Sauble Beach and Wiarton Implemented branding into websites, printed and radio campaigns. Geared community events and activities towards brands (Maplefest,

		<p>Sauble Sandfest)</p> <ul style="list-style-type: none"> • Developed Wiarnton Wednesdays & Open Late retail campaign to focus special offerings on one day, encouraging locals and visitors to spend more time downtown. • Promoted White Wednesday Christmas campaign • Developed 'We Got it in Wiarnton' sub brand under the Bruce Peninsula Basecamp brand, featuring the provision aspect of the brand. • Worked with community groups (Wiarnton Walks, Sauble Bulletin, etc.) to coordinate consistent marketing materials.
4.2.6. Continue to work with the two Chambers of Commerce to strengthen partnership initiatives and opportunities for collaboration.	<p>EDO</p> <p><u>Partners</u> Chambers of Commerce</p>	<ul style="list-style-type: none"> • Continue to develop annual action plans that leverage partnership opportunities and identify community priorities (coordinated approach in applying for Spruce the Bruce grants, business training opportunities, etc.). • Developed event and tourism service agreements with Chambers to best communicate respective needs and expectations.
4.2.7. Continue to revitalize the downtown cores to attract people to the local businesses (linked to Objective 3.2)	<p>EDO</p> <p><u>Partners</u> Chambers of Commerce Public Works BIA Community</p>	<ul style="list-style-type: none"> • Developed local revitalization committees to develop action plans and determine annual priorities. • Identified and established connections between programs and local business marketing collaborative (Wiarnton Walks and business partner incentives).
4.2.8. Encourage increased development of our existing business through exploring value-added opportunities.	<p>EDO</p> <p><u>Partners</u> Chambers of Commerce Bruce County</p>	<ul style="list-style-type: none"> • Looking to identify opportunities through the completed business surveys. • Identified value-added opportunities through customer origin and visitor surveys and conveyed opportunities to related businesses (local baked goods identified as a need, worked with candy store).
4.2.9. Explore Business Recognition Initiatives to support the local businesses.	<p>EDO</p> <p><u>Partners</u> Chambers of Commerce</p>	<ul style="list-style-type: none"> • Established policies through the Chambers to recognize businesses for their years of services. • Working with Chambers to incorporate an awards component to their Annual General meeting.
4.2.10 Explore opportunities to utilize the use of the Airport	<p>Airport Board/Council/EDO</p> <p><u>Partners</u> Bruce County Georgian Bluffs</p>	<ul style="list-style-type: none"> • Have not been involved in the process; however, work has been done through other leads. • EDO awaiting Council's decision on participating in airport upgrades prior to proactively developing marketing and development strategies in conjunction with Airport Manager and counterpart from Georgian Bluffs

4.3 Attraction and Retention of New and Innovative Economic Opportunities		2014 Update and Future Actions
<p>4.3.1. Conduct a Business Retention and Expansion Exercise and Business Mix Analysis that identifies gaps in services delivery and potential business opportunities.</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> • Reviewed other BR&E analyses done within the County and opted to tailor a business survey better suited to our communities. • Surveys commenced early 2014 in Wiarton and will start in June in Sauble Beach. • Georgian College students assisted in doing initial interviews. • Job Creation Partnership staff will be hired (June) to assist with the remainder of surveys. • Workshop to provide survey results and recommendations planned for fall 2014.
<p>4.3.2. Update the Community Profile and make it available to interested developers and business interests presented as a Business Attraction Package</p>	<p>Economic Development Office</p>	<ul style="list-style-type: none"> • Community Profile will be developed as the Business Recruitment package to be developed out of the RED project (2015).
<p>4.3.3. Improve communication on economic development opportunities through the use of a website / webpage dedicated to economic development with up-to-date and relevant information (linked to 1.1.4).</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> • Economic Development Updates (online) were established and currently go out bi-annually. • Contributions are made to the Sauble Beach and Wiarton Chamber e-blasts. • Updates are made regularly within the Economic Development portions of the Town website.
<p>4.3.4. Continue to promote tourism and destination development, including building upon the Wiarton Willie Events and Other events.</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> • Continue to work with the Chambers and other community groups to enhance events, encourage sustainable practices and incorporate community branding.

	<p>4.3.5. Develop an Economic Development Strategy that presents the necessary actions that the Town would like to take over the next 5 to 10 years</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> Annual work plans are developed and aligned with the Town's Strategic Plan's priorities for Economic Development. Actions to be completed under the Strategic Plan are all that can be managed by staff at this time. Future Action: Future strategies and actions to be developed when subsequent reviews of Strategic Community Plan occur.
	<p>4.3.6. Continue to investigate partnerships and development opportunities for a Business Park</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> Master Servicing Study will determine development areas that are available within the Town. Once completed the viability of a Business Park can be investigated.
	<p>4.3.7. Develop a business attraction and marketing package that showcases the Town as a place to establish new businesses</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> Business attraction and marketing collateral is being developed under the RED project 2014/2015.
	<p>4.3.8. Research and develop complementary or value-added industries for tourism, quarry, agricultural and forest products</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> Future initiative
	<p>4.3.9. Identify and create eco-tourism opportunities that will attract visitors throughout the Year.</p>	<p>Economic Development Officer</p>	<ul style="list-style-type: none"> Packages that offer eco-tourism experiences are being developed by local entrepreneurs and are being promoted through visitwiarton.ca and explorethebruce.com

GOAL 5: PROTECTION, PROMOTION AND PRESERVATION OF OUR NATURAL ENVIRONMENT AND AGRICULTURAL LANDS	5.1 Promote Sustainable Land Use through an Innovative and Responsible Manner		2014 Update and Future Actions
	5.1.1 Identify and confirm lands available for development and those that should be preserved	Clerk/Manager of Public Works	The Clerk in consultation with the Manager of Public Works submits a report to Staff regarding properties for consideration of disposition.
	5.1.2 Review and Update the Official Plan	Clerk	Official Plan review included in 2014 budget and is in the queue for review by Bruce County
	5.1.3 Continue to review in a comprehensive manner current and past zoning by-laws and their enforcement to protect natural areas. If required, develop new by-laws and enforcement mechanism	Clerk/Building Division	<ul style="list-style-type: none"> • Considered in housekeeping reviews of Zoning By-law in 2013 and in 2014. • Review of Zoning By-law is on an ongoing basis.
	5.1.4 Continue to evaluate Town-owned lands and dispose of any surplus properties	Clerk	<ul style="list-style-type: none"> • Have reviewed the listing of Town-owned properties and presented potential surplus properties for consideration of disposal by Council. • In 2014 several surplus properties were placed on the market for sale and subsequently sold.
	5.1.5 Continue with storm water management planning initiatives	Manager of Public Works	Public Works is currently investigating and taking action on diverting storm water from the sanitary collection system (Claude/Brown Sts. In 2014)
	5.1.6 Identify and implement measures to control invasive species and encourage native plants.	Manager of Public Works/Bruce County	<ul style="list-style-type: none"> • Identification and eradication of phragmites and other noxious weeds is undertaken annually in consultation with the Bruce County weed inspector • The Property Standards Officer provides enforcement through the issuance of orders • Bruce County Weed Inspector enforces the Noxious Weed Act
	5.2 Encourage and Support Local Farmers and Agricultural Activities		2014 Update and Future Actions
	5.2.1 Identify opportunities to partner with local agricultural groups and organizations to promote events and activities	Economic Development Officer	<ul style="list-style-type: none"> • Worked with the Warton Farmers Market to identify opportunities for growth and promotion and apply for grants. • Encouraged and assisted the Market's move to downtown Parkette which has been much more viable for them. • Working this year to expand vendors and extend market hours. • Working with Sauble Beach this year to establish a downtown Market on Thursdays.

5.2.2 Continue to promote and market local food products	Economic Development Officer	Same as above.
5.2.3 Review by-law protection for agricultural lands and up-date bylaws if required.	Clerk/By-Law Divison/Building Divison	Zoning by-law and Official Plan being reviewed Other by-laws reviewed include: animal control, noise and animals at large
5.2.4 Promote and support agricultural practices that protect the natural environmental, agricultural lands and resources.	Administrator	Future Action: When opportunities present themselves, the Administrator will promote and support agricultural practices that protect the natural environmental, agricultural lands and resources such as attending workshops and supporting delegation requests to Council.
5.3 Enforce the Protection of the Land and Water for Future Generations		
5.3.1. Implement a septic inspection / re-inspection program.	Clerk/Building Inspection	The Septic System Re-inspection Program was implemented in 2013 and is now in the 2 nd year of a five-year program
5.3.2. Review, enforcement and update of by-laws to protect the land and water	Clerk	<ul style="list-style-type: none"> • Updates have been made to the Dynamic Beach By-law; Zoning By-law and Official Plan to enhance the protection of land. • Although the protection of water is not within the Town's purview, Town staff work with MNR, MOE, SON and DFO. • Council members participate on outside environmental committees and organizations to network, be kept informed and align policies and by-laws where feasible for the protection of waterway systems
5.3.3. Continue to encourage recycling and waste diversion initiatives to reduce impact on the lands	Manager of Public Works	<ul style="list-style-type: none"> • Mattress and Styrofoam collection initiated in 2013.
5.3.4. Increase recycling initiatives to reduce the cost of materials going to the landfill.	Manager of Public Works	Future Action: Public Works is looking at the feasibility and acceptance of green bin (organics) separation and full bag tag implementation
5.3.5. Work with partners to develop and distribute	Manager of Public Works	Future Action: Public Works is looking at implementing an educational campaign in 2015

	<p>promotional and educational materials that present the importance of protecting the environment.</p>		<p>at the direction of the new Council</p>
	<p>5.3.6. Investigate and establish partnerships and collaborative opportunities with community groups and organizations to work together on environmental initiatives (linked to establishing an Environmental Advisory Committee)</p>	<p>Council Administrator Clerk Manager of Public Works</p>	<p>Although the decision was made not to establish an Environmental Advisory Committee, Council participates and partnerships with regard to:</p> <ul style="list-style-type: none"> • The Bruce Peninsula Biosphere Association – appoints Council member • Stop the Drop Great Lakes Initiatives – received delegation and Mayor and Administrator attended presentation highlighting municipal model • Clerk and Manager of Public Works have been working with SON regarding Lake Beds
	<p>5.3.7. Work with Partners to explore opportunities to promote and protect the environment.</p>	<p>Manager of Public Works</p>	<ul style="list-style-type: none"> • On a continuous basis, Public Works will work with the Ministry of Natural Resources, Friends of Sauble, Friends of Oliphant, etc. to explore opportunities to promote and protect the environment. <p><u>Future Action:</u></p> <ul style="list-style-type: none"> • Public Works will consider entering into an agreement with the Saugeen Ojibway Nation with respect to environmental and heritage concerns.
	<p>5.3.8. Become a member of Partners for Climate Protection Program to learn more about Climate Change and respond to the required Milestones by developing a Greenhouse Gas Inventory, setting GHG emissions reduction targets and local action plans</p>	<p>Administrator</p>	<p><u>Future Action:</u> The Administrator will take action regarding this objective upon Council's direction.</p>