

Village of Alix
Strategic Plan
September 2021

VISION: **Vibrant village by the lake.**

MISSION: **Through village council policies and leadership, we foster an open, cooperative government that encourages public participation and ensures levels of services our citizens expect and deserve.**

CORE VALUES: used to guide all decisions of Council, we commit to:

- **Collaborative Leadership:** we will support community/communities working together to solve problems.
- **Fiscal Responsibility:** we will spend taxpayer money wisely.
- **Quality Service:** we will provide excellent service at reasonable cost.
- **Respect:** we will treat each other with respect, act with integrity and have no tolerance for bullying of any kind.
- **Safety:** We will work in partnership with the community to prevent crime and protect lives, property, and the public realm.
- **Stewardship:** As stewards of community resources, we will help citizens maintain the village's unique qualities and to nurture and preserve our quality of life.

GOALS (2018-2021):

1. Strategically complete infrastructure improvements and services in the community (3–5-year capital improvements plan).
2. Proactively communicate to ensure everyone is clear of plans, opportunities, and activities.
3. Know who we are, solidify our identity, and promote Alix as an affordable, vibrant and safe community for raising families.
4. Develop collaborative relationships with neighbouring communities and other levels of government.

Goals with Action Items:

1. Strategically complete infrastructure improvements and services in the community.

- Begin Re-examining physical infrastructure to set new priority projects
 - + Review, amend and update already completed engineering studies to help identify priorities
 - + Check underground infrastructure prior to doing surface level work
 - + Continue to closely monitor water use & check for leaks
- Complete a detailed review of the Multi-year Capital Plan to inform infrastructure improvements
- Continue to add to municipal reserves, when possible, to assist with funding future infrastructure projects
- Communicate the plan and complete projects to demonstrate ongoing commitment to infrastructure

2. Proactively communicate to ensure everyone is clear of plans, opportunities, and activities.

- Ensure Village activities comply with the Public Participation Policy
- Continue Community Updates
 - + Provided monthly on utility bills and inserts of larger news items as they emerge
 - + Maintain and use online presence effectively
 - + Digital Sign on Main Street: for advertising events as needed
 - + “Year in Review” document sent to all residents
- Broaden communication strategies beyond village residents as necessary to highlight Alix opportunities and activities
- Strengthen and support the local Chamber of Commerce
- Where possible assist and empower organizations offering community activities

3. Promote Alix as an affordable, vibrant and safe community for raising families.

- Explore all options for community promotions
 - + Develop a cohesive, cost-effective plan for online and print advertising

- + Participate with the float in parades throughout the area

- Host a contest for the public to write a compelling story – help create a legend and explain the play on words of our Alix-gator
- Continue to evaluate the effectiveness of changes made to community security services and make adjustments as necessary
- Work with community services (Museum, Library and local businesses) to encourage ambassadorship and tourism promotion
- Capitalize on the natural infrastructure of Alix and surrounding area

4. Develop collaborative relationships with neighbouring communities and other levels of government.

- Maintain relationships with regional communities to discuss common goals and impacts of changes from other levels of government
- Invite municipal neighbours to participate in Alix events such as;
 - + Meetings with government or provincial organization leaders
 - + Training opportunities and exercises
- Joint Council meetings between Village Council and Lacombe County
- Regular participation in regional Mayors Caucus meetings and CAO meetings