

## Strategic Plan

September 2020

**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 tax payer 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. Develop a 'can do' sense of community with citizens and organizations working together.
4. Know who we are, solidify our identity, and PROMOTE Alix as an affordable, vibrant and safe community for raising families and a fun place to visit.
5. 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.**
  - Follow the Multi-year Capital Plan to inform infrastructure improvements
  - Begin Re-examining infrastructure to set new priority projects
    - + Use already completed engineering studies where possible to help identify priorities
    - + Check underground infrastructure prior to doing surface level work
    - + Cemetery development/expansion
    - + Continue to closely monitor water use & check for leaks
  - Communicate the plan and begin projects to demonstrate ongoing commitment to infrastructure
  - Engage with our community organizations regarding infrastructure needs and demonstrate the value of others who are leading initiatives to support and grow a vibrant community
  
- 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 and Upcoming Events
    - + Provided monthly on utility bills and inserts of larger news items as they emerge
    - + Village Website: maintain and use effectively
    - + Digital Sign on Main Street: for advertising events as needed
    - + “Year in Review” document sent to all residents
  - Be positive role models for the upcoming municipal election by encouraging everyone to participate by voting and/or running in the election
  
- 3. Develop a ‘can do’ sense of community with citizens and organizations working together.**
  - Assign a staff liaison role to work with local businesses and organizations.
    - + Strengthen and support the local Chamber of Commerce
    - + Where possible assist and empower organizations to increase their community activities, even take back on some that the Village has been running on their behalf
  - Council continues to attend community functions throughout the community
    - + Communicating internally who is attending what and seeking as a team to spread out the opportunities.
  - Continue to be open and welcoming to residents attending regular Council meetings.
  - Invite positive stories and ideas of successes to celebrate.
    - + “Thumbs Up” wall to recognize Council and staff accomplishments throughout the year
    - + Engage residents through inclusive community projects (e.g. COVID quilt & mural)

**4. Promote Alix as an affordable, vibrant and safe community for raising families and a fun place to visit.**

- 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 to have students write a compelling story – help create a legend and explain the play on words of our Alix-gator
- Evaluate all options for community security as the rising provincial costs may mean changes are needed over the next four years
- Work with community services (Museum, Library and local businesses) to encourage ambassadorship and tourism promotion

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

- Meet with regional communities as necessary to discuss impacts of changes at the provincial level
- 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