



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title: 2024 April Manager of Strategic Initiatives Status Update**

**Date: Apr. 3, 2024**

**Report Number: BED-2024-04-8**

**Department: BED**

**File Number: C11 BED 24**

**Prepared By: Michelle Goetz**

**Attachments: None**

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#### **Recommendation:**

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report BED-2024-04-8, prepared by Michelle Goetz, Manager of Strategic Initiatives.

#### **Background:**

This report provides an update from the Manager of Strategic Initiatives.

#### **Discussion/Analysis/Overview:**

##### **Community Improvement Plan**

Notice has been given for the public meeting regarding the updated Community Improvement Plan on April 8<sup>th</sup>, 2024 in Council Chambers at 7PM. The draft Community Improvement Plan and the four Community Improvement Plan Area maps have been uploaded to the website, accessible here:

<https://www.huronkinloss.com/build-invest-and-grow/community-improvement-plan/>

Staff will review any feedback received on or before April 8<sup>th</sup> and make any necessary changes to the by-law before bringing it forward to Council on April 15<sup>th</sup>, 2024.

##### **25<sup>th</sup> Anniversary of Huron-Kinloss**

Staff have discussed options to commemorate the 25<sup>th</sup> anniversary of Huron-Kinloss in a meaningful and lasting way. We are recommending creating a virtual time capsule that can be posted to our corporate website and shared widely with the community. The virtual time capsule will be a video that includes short clips of current and former Council members, staff, community members, events, programs, and points of interest that represent the last 25 years of Huron-Kinloss.

Our Team will spend the next few months collecting video footage with a goal to launch the video at the December COW meeting.

## **Downtown Revitalization**

The Economic Development Team is excited to get started on the preliminary work for the downtown revitalization project for Ripley while we wait to hear if we are approved for Rural Economic Development (RED) Funding.

The preliminary work includes a background review and analysis of all the documents, plans, designs and strategies we've had created for Ripley over the past few years. This step is important because a lot of great work has been done in the past, but due to many different barriers we haven't moved that work forward. This review and analysis will pull out the items that are still relevant and worth taking into consideration. A walk through of Ripley will also be conducted to map out areas of opportunities and challenges in the downtown area. For this project we are considering the downtown area as 21 Queen St. to 50 Queen St. and 62 Huron St. to 99 Huron St.

We have engaged Pl.ural (formerly SKA) a rural design and planning company that specializes in community economic development; recreation, leisure and sport; and wayfinding and engagement for rural municipalities to support us with this preliminary work. The cost to work with them is: \$4907 +HST. Pl.ural is very familiar with Huron-Kinloss and most Bruce County municipalities as they completed the research and development of many community toolkits, community improvement plans and downtown design work. The Township has worked with them in the past to develop the original design for the Ripley Outdoor Plaza, the Ripley Gateway signs and the Lewis Park redevelopment project.

The deliverable at the end of this preliminary work is a current state analysis and the beginning of an action plan for the revitalization of Ripley.

The project will continue to the next phase once a decision regarding RED funding has been received.

## **Ripley Food Art and Craft Festival**

Vendor registration is ongoing, to date we have 32 vendors registered. The date of the event is Saturday August 17<sup>th</sup> from 9-2PM at the Ripley-Huron Community Centre. More information about the event can be found on our website:

<https://www.huronkinloss.com/explore-and-play/ripley-food-art-and-craft-festival/>

## **Bruce County Age-Friendly Committee**

Bruce County is working towards becoming an age-friendly community, recognized by the World Health Organization (WHO) Global Network for Age-Friendly Cities and Communities. Huron-Kinloss was invited to attend a meeting to learn more about this initiative and determine if we would like to be a part of their steering committee.

I will be attending the meeting on behalf of Huron-Kinloss on March 26<sup>th</sup>, 2024 to determine if it's something we would like to be a part of. We have identified the

development of an age-friendly plan in our 2023-2033 Blueprint for our Future Integrated Master Plan.

### **Performance Measurement Training**

Staff who create Council reports were provided with performance measurement training at the end of February. The facilitator was very knowledgeable and took the time to break down the steps to create a quality performance measurement program that isn't too cumbersome for staff. Over the next few months, we will be working with staff to assist in identifying the data they are already collecting and what measures will bring them the most value to support their work.

### **Financial Impacts:**

All projects and initiatives in this report have been approved in the 2024 Township of Huron-Kinloss budget.

### **Performance Measurement:**

The success of the 25<sup>th</sup> anniversary virtual time capsule will be measured in the number of video clips we are able to collect and the response we get from the video.

We will measure the success of the Ripley Food Art and Craft festival by the number of vendors, the number of attendees and through vendor survey responses after the event.

The Downtown Revitalization project has a number of performance measures but for this step in the project success will be the completion of the current state analysis.

### **Strategic Area:**

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|--|---|
| <input checked="" type="checkbox"/> Embrace a thriving rural lifestyle | <input type="checkbox"/> Enhance Municipal Service Delivery |
| <input checked="" type="checkbox"/> Prepare for Inclusive Growth       | <input type="checkbox"/> Ensure Financial Stability         |

### **Strategic Goal:**

- **Encourage economic vitality**
- **Facilitate Community Well Being**

### **Respectfully Submitted By:**

Michelle Goetz, Manager of Strategic Initiatives

### **Report Approved By:**

Jodi MacArthur, Chief Administrative Officer