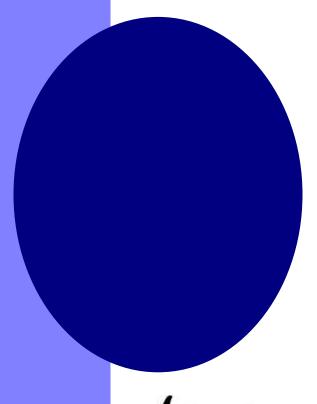
TOWN OF SEXSMITH STRATEGIC PLANNING FOCUS GROUP MAY 2015

RAW DATA REPORT





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ACKNOWLEDGEMENTS

This report was compiled by Miriam Mahnic, Certified Professional Facilitator and Community Development Officer with Alberta Culture & Tourism, Community Development Unit, Northern Region in Grande Prairie, and reflects work prepared for the Town of Sexsmith Strategic Planning Focus Group. The author would like to extend special thanks to Rachel Wueschner and Beth Endreson who provided a great deal of assistance in the transcription of the final raw data.



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EXECUTIVE SUMMARY

Citizen involvement is vital to successful governance. Engagement strategies have been designed to facilitate an open and receptive governance process, where community input is linked to Council decision-making. As part of the process to complete a strategic plan, The Town of Sexsmith consulted with citizens to help determine priority areas of focus for moving forward. Participants in a focus group, held on May 29, 2015, reviewed five areas of focus: cultural, environmental, economic / financial, governance / leadership, and social. Each area of focus reviewed successes / building blocks, challenges / barriers, trends and potential, and ways of moving forward to build on the strengths / building blocks, overcome the challenges / barriers, adapt to the trends, and capitalize on the potential. Council reviewed the materials on May 30th, 2015, and determined key points and responses.

This report contains the raw data from those sessions and will be additionally utilized by Council in developing evidence-based priorities for the upcoming strategic plan.

This report is available to any and all community members, and will be circulated to those who attended the session.

COMMUNITY FOCUS GROUP PROCESS OVERVIEW AND DETAILS

The process for the Public Participation Forum was developed by Miriam Mahnic, Certified Professional Facilitator and Community Development Officer with Alberta Culture & Tourism, Community Development Unit – Northern Region, Grande Prairie Office, and involved input Council and Administration.

The Focus Group session was conducted in one evening, from 6:00 p.m. to 8:45 p.m. and involved the following format:

- An overview of the evening's agenda and the work / role of a municipality.
- Small group work at five stations (cultural, environmental, economic / financial, governance / leadership, and social), that allowed for the identification of successes / building blocks, challenges / barriers, trends, and potential, and input on how to build on the strengths / building blocks, overcome the challenges / barriers, adapt to the trends, and capitalize on the potential. Participants offered input via a round-robin format using template charts.
 - This afforded participants an opportunity to have a comprehensive look at aspects of the community, and to focus on all areas of community involvement. Additionally, this breakdown in

focus follows Municipal Sustainability Planning formats in order that the input gathered could be utilized by a wider variety of user groups if so required (e.g.: Municipal Sustainability Planning Committees, FCSS, and other groups such as seniors, youth, economic development groups, etc.).

- Large plenary discussion that reviewed the key points from each station, and helped determine
 ways of moving forward using a Decision Tree format. Participants were asked to examine what
 the data was indicating about what foundational services should still be provided in the same way,
 what foundation services need to be changed or improved, what new services need to be added,
 and what services should be stopped or phased out).
 - This allowed participants to look at building consensus where possible, and to better understand other viewpoints and experiences.
- Session design also included and meal and a plenary opening and closing.
- Results were captured by the facilitator and through participant notes, which were transcribed by Beth Endresen and are included in the appendix of this report.

RESULTS OF COMMUNITY FOCUS GROUP SESSION

The Focus Group session was facilitated by Miriam Mahnic, and began at 6:00 p.m. on Friday, May 29th, 2015, and ended at 8:45 p.m. on the same day. There were 11 community members in total in attendance at the session coming from a cross-section of the community representing adults, seniors and youth. Observers to the process include the members from Council.

The following people, representing local organizations, were in attendance at the session:

- Lorne Simpkins Sexsmith and Area Museum Society
- Jason Anderson Sexsmith and District Agricultural Society
- Jerry Napier Sexsmith Chamber of Commerce
- James Obniawka Sexsmith and Area Museum Society
- Sheryl Pelletier Sexsmithn Library
- Jeanne Lomenda Community Centre Board, Minor Ball
- Nell Martell Town of Sexsmith Community Services and Family and Community Support Services
- Shirley Roth Sexsmith Chamber of Commerce
- Walter Paszkowski Sexsmith Chamber of Commerce, Town of Sexsmith Economic Development Committee
- Jen McLaughlin Town of Sexsmith Wellness Coalition
- Pauline Nelson Town of Sexsmith Wellness Coalition

The following members of Sexsmith Town Council were present:

- Claude Lagace
- Isak Skjaveland
- Nicole Cooke
- Richard Sakundiak
- Jonathan Sigglekow
- Bruce Black

Following is the raw data from the session:

FOCUS QUESTIONS:

Small Groups at Stations / Round Robin:

For each area of focus, Cultural, Environmental, Economic / Financial, Governance / Leadership, Social:

- What successes can we build on;
- What challenges can we overcome; and
- What trends can we foresee:

...in our community that will help us to grow, develop, and meet the needs of citizens now and in the future? If we realize our successes, overcome our challenges, and adapt to trends, what is our potential for success?

Plenary Discussion:

Remembering the work of a municipality, what is this saying about:

- Things that you should continue to do the same way? (Same / Same)
- Things that are foundational services, but need improving or changes to keep it current? (Same / Twist)
- New things you should be doing? (New)
- Things that you should stop doing because they are no longer relevant or needed or useful?
 (Stop)

SOCIAL	
Success/Building Blocks	How
 Community Events Facebook page/Twitter account Community Groups (Elks, Royal Purple, Ag. Society) Minor Sports Groups (football, hockey, soccer, baseball) School groups Church groups Walking Trails – kids outside Food drives COP Adults sports (arena, curling rink, ball diamonds) STRONG PUBLIC LIBRARY – 3rd place for many – increase space 	 Lots of people come Communication to town people (lots of followers) Lots of involvement We need a permanent enforcement officer/RCMP Safety, perception of citizens' business Community minding children (it takes a village) Safer community - involvement

SOCIAL (CONTINUED)	
Challenges/Barriers	How
 Getting volunteers (STP) Funding \$\$\$ Bedroom community High level athletes go to Grande Prairie Efficient use of green space No dances, plays/theatre, etc. How to increase space with no money for improved infrastructure Need more support for our sport groups Need strong volunteer leaders 	
Trend	How
 People don't leave their house Not knowing neighbours Upper government is reliant on digital resources that people can't use due to no training, no equipment, no access More unity between the school (not just sports) Increase or perceived increase in crime/vandalism, however we are seen to criminals as easy targets due to no enforcement permanently here 	 T.V., electronics, not as active Transient nature
Potential	

- Maybe contract out volunteer positions, but that costs \$\$\$.
- Maybe expand Chataqua 2 days on ballfield with concert.
- Develop a thriving and appreciated volunteer base that believes in our community.
- Include the youth that are not being represented (re: sports), to become more involved in the community. Helping them to take pride in the community.
- Bring in motivational speakers.
- Attract new families, businesses to a SAFE community.

SOCIAL (CONTINUED)	
Same/Same	Same/Twist
 Library is a hub of the community Social media good! Keep up with building healthy community/neighbourhood sidewalks, etc. – good job! 	 Library/FCSS work together Library – more digital???? Council/Business Community – present @ the library needs assessment Need more services, bigger library to be a bigger hub Chautauqua Day – 2 days & concert Sport interagency – more support Walking trails
New	Stop
 Festival – with camping Concerts all day Beer Garden Horseshoes Town newsletter – every three months Can be vital for development for communication Work with library? Council Briefs? Business/Chamber? 	

ECONOMIC / FINANCIAL	
Success/Building Blocks	How
 Strategic location Recreation Facilities 2 elementary schools, 2 high schools, 1 college, health care facility, seniors facilities Access to land with the annexing Young community Rail access is going to become very important 	 Access to markets, healthcare, education, primary secondary resources, transportation, air, rail, roads Community Centre, Rink, Soccer, spray park, walking trails, curling, tennis, football – good recreation All attractive to families & education Large potential with a growing community
Challenges/Barriers	How
 Strategic location Stagnant Business Community Identity of our town Lack of plan is barrier Scattered/peeling/tired Cost of development of annexed land Communication Managing growth Attracting developers & new business Lack of linear taxes Costs of building/maintaining infrastructure Why doesn't rail pay tax??? Have a good mix of tax base 	 Competition from neighbouring municipalities No loyalty to local Mom/Pop, big box shopping, no grocer. People work in GP and shop in GP Who are we – what are we? Layout/zoning of residential & commercial together Not coherent 20's theme – see trend Promotion of our community-can't promote what you don't know (who we are and where are we going) Need available space Residential vs. commercial & industrial Make sure there is a streamlines approval process for development
Trend	How
 Industrial based development pushing north from Grande Prairie Business becoming stagnant Continuing population growth Co-op – housing, businesses Business networking 	 Rail related, highway related, air We are not embracing new trend of shop where you live (farmers markets, specialty, niche businesses) Young community – children Know your neighbour/know your competition

ECONOMIC / FINANCIAL (CONTINUED)

Potential

- Strategic location
- Huge potential in embracing niche & specialty businesses shop where you live
- Huge potential for 20's them done right for specialty/niche business success
- Lots of land from annexing
- Growth through advantage of community promotion
- Family shopping Full Grocery Store (chain) Strip Mall
- Fire hall/library build new ones
- Hotel with pool
- More networking functions (business + government + community)
- Business + Government + Community

Same/Same	Same/Twist
 30's theme is "charming" Tax incentives for new assessment is a good idea Allowing more houses to be built Continue working with Chamber and supporting FCSS – presence and input at meeting is good Lost half of tax base, but have survived and moving forward 	 As noted under trends – build off of this Full grocery store (chain), strip mall Build new ones Needs refreshing (all need to be "with the theme"-enforcement of it. Arena is hub but it's getting old/tired – all infrastructure needs this Strategic planning for commercial development (spacing) is scattered & needs long range plan for development (industrial, commercial, residential) Planning structure to enhance tax base – find area where commercial, industrial can be approved
New	Stop
 Streamlined business planning Joining County? New theme for downtown or incentives? Multi-use centre – more feedback to citizens Elevator speech – why I should move my business/family here Naming rights? Needs to be about attracting business There has to be a place where someone risking an investment can get a return – show the developer why this is a good location 	 Be proactive, not reactive – long range plansfor infrastructure Report on condition/maintenance of infrastructure Tax for new businesses can't be too high What's going on in Emerson Trail can happen here – a home for each (industrial, residential, commercial)

ENVIRONMENTAL	
Success/Building Blocks	How
 Pumjacks, wells, Gibsons, frac, etc. Storm drainage Parks Spray park water is recycled to water trees Walking trail system Recycling Bottle depot Aquatera: guarantee of water supply Lighting changed to LED in Civic Centre – other building to follow. Low energy consumption Challenges/Barriers	 \$\$\$\$\$\$ (tax) to support other things in town Lots, attractive to families, social (gathering), well used Health, well used, physical activity Curbside – awesome Local, easier to return How
 Wells, Gibsons, frac, etc. Storm drainage Parks Walking trail system Recycling Sewer system Trains (horns) what is brought through town ATV use Herbicides Dealing with climate change/drier, stormier, winter erratic, warmer Linear pipelines sterilize property reducing land value & development opportunity (because of setbacks) Weed control 	 Potential for environmental damage Use tax \$ to upgrade Maintenance Expensive to build environmental concerns Not all recyclables Out dated infrastructure Transport Canada does not share information In town and in farmer's fields Chemical use into water stream and SAVE THE BEES
Trend	How
 Community gardens Community composting Regulations/laws Wind power Livestock Solar power Trend for more industrial development at our doorstep As rail becomes more important, Bee hives in yards (very ugly bee) 	 Cheap at Costco Potential for exposure of residents to harmful non-attractive industrial happenings How can communities get a say in noise, litter, crossing control?

ENVIRONMENTAL (CONTINUED)

Potential

- Business expansion
- Revamped green spaces (ball field)
- Watering restrictions to conserve water use climate changes
- Communities in bloom
- Green space in new library with full-spectrum lighting to combat SAD and make people happy
- Veggies grown instead of flowers in "most" gardens

Same/Same	Same/Twist
 Curbside recycling Spray park water Continue mindset of recycling & energy savings Snow removal policy – huge draw Veggies instead of ornamental plants Applying for grants for infrastructure upgrades (sewer, communities in bloom) 	 More advocacy re: rail issues Tree planting – choose correct species so they don't die (eg. Birch) Community gardens? Recycled materials for new walking trails
New	Stop

CULTURAL	
Success/Building Blocks	How
 Chautauqua Day(s) Heritage Clash Block party Ag Society / Museum (elevators, etc.) Quilting, 4H, Brownies/scouts groups Schools (PRBI) Churches Library 	 Inclusive to everyone New to the Community – fresh idea Advertise it in the town (kits available at the Town office) Strong history Growing Am I the only library fan? Maybe we don't need one.
Challenges/Barriers	How
 Volunteer/participation Insurance/liability Block Party Museum (elevators, etc.) Schools/PRBI Churches Saving the elevator 	 Partnerships Town having one blanket insurance plan Community members my not feel welcome to go to events People want to live in their house, not the community Funding More Traffic Participation
Trend	How
 Growing Block party – becoming more of a bedroom community – people just live here Events People are looking for culture 	 Bring people from outside community Because it has been around for years – sustainable Bring people together & from outside learning "the old ways" – new people want to learn Alberta culture Could use photos of prior pics of businesses & historic sights downtown like other communities have
Pote	ential

- Keep hosting events to get people together Draws people to the community
- Promote museum more
- More partnerships with community groups
 To add multicultural days to Chautauqua Days

CULTURAL (CONTINUED)	
Same/Same	Same/Twist
 Partnerships – we work together well – Council's presence in community and Grande Prairie's work together Continued financial assistance to museum/library 	 Elevator – can't keep under the same? Continue to look at innovative ways – twist it or tear it Block parties – more promo on Facebook Build on fact that community comes together – festivals Chautauqua – 2 day festival
New	Stop
 Multicultural – tourist info centre – need signs if museum is doing it – Chamber needs to work on this – this would pull people together -tourism funding – we can build on this Heritage and/or food festival New themes – need volunteers The WOW!!!! Dino museum – can we capitalize on this? How can we draw tourists Artists north exhibits 	

GOVERNANCE / LEADERSHIP	
Success/Building Blocks	How
 Increased communication with community (from Town council/ from community happenings) Strong leadership role in wellness Tax incentive for new assessment Active interest in leadership Receptive to ideas from other agencies Sidewalks/playgrounds/build strong neighbourhoods. COPS program 	 Via social media Improved website Hired coordinator • Help it grow more
Challenges/Barriers	How
 Closeness to Grande Prairie makes it difficult to draw new assessment Money can't improve infrastructure with no funds Keeping information current Losing our local newspaper – hard to communicate We have missing link with our senior and teen residents Insurance (waivers, costs, etc.) Staying updated on Municipal Government Act. Communication of community activities, business, otherwise 	 Support for more in-town activities such as Chautauqua, Heritage, family day event, garage sale day Website, Facebook Youth Outreach program Councillors take leadership courses and be present at more community events (like giving rides at Chautauqua day)
Trend	How
 Younger family oriented community Social media as huge fore front of communication tool – blog as well 	Foster inter-agency between age groups and ethnicity
Potential	

- App for town....will give a single stop for cell phone users
 Support for more in-town activities such as Chautauqua, Heritage, family day event, garage sale day
- Make them feel involved
- More skip swaps-youth & seniors together

GOVERNANCE / LEADERSHIP (CONTINUED)	
Same/Same	Same/Twist
 Good social media but(good for soft stuff) Snow removal 	 Digital divide – a community newsletter? Bulletin board? But not enough main street traffic Hire locally – percentage? More volunteers for COP program How safe is Sexsmith
New	Stop
 Financial statements posted on website Skill swaps – youth & seniors interaction together – but also different ethnic backgrounds Change perception of Town as easy pickings for criminals – how do we adapt to this? Supports drug culture – loud shrill alarms work. Good lighting – public buildings & trails 	Don't be afraid of debt

FOCUS QUESTIONS:

End of Session Debrief:

As you leave this session, what additional key points would you like Council to remember as they plan for the future of the Town of Sexsmith?

- Reserve funds (fire hall, arena, library) targeted to proactively identified needs line items give
 us help with fundraising asks
- Business-friendly to make business want to move here & remain (explore why they've closed)
- An exit interview with businesses that are leaving
- Good communication strategy covers workings of Council more than Facebook (include events, press releases regarding decisions) communications plan
- Transparency → Council to public (i.e. financial statements on-line)
- Small town feel
- Independent but still small town
- Room for growth
- Healthy neighbourhoods
- Sidewalks
- Old Strathcona
- Government/business/community working side by side
- A fun (20's-30's) ID festivals, tourism....same message.
- Organizations work together great partnerships keep part of that culture & increase grow your networks

RESULTS OF COUNCIL DEBRIEF SESSION

On May 30th, 2015, 9:30 a.m. – 2:00 p.m., Council met with Miriam Mahnic, Certified Professional Facilitator and Community Development Officer with Alberta Culture & Tourism, Community Development Unit – Northern Region, Grande Prairie Office, to review the results of the session, to synthesize the information, and to draft an immediate response to key points. The input will also be used in future strategic planning sessions. In reply to the information received, Council's immediate response was as follows:

#	What We Heard	What We Can Do	What We Can't Do	Completion Timeline
1	Volunteers need development opportunities/training to administer their roles more effectively.	The Town: - Is requesting the assistance of boards and committees in administering training and development opportunities to volunteers.	The Town can't require volunteers to attend sessions or training. Board and Committees who wish to receive training and development assistance can contact: Alberta Culture and Tourism Community Development unit http://culture.alberta.ca/community/programs-and-services/community-development/contact-us/	February 2016
2	More volunteers are needed for our local clubs.	The Town: -Organizes a volunteer appreciation day. The Town is considering: -Recognizing volunteers on a monthly basis on the Town Facebook page. -Highlighting groups that use volunteers on the Facebook page & Town website. -Hosting a development session every fall through the Wellness Coalition as part of fall showcase. -Setting funds aside for volunteer training.	Volunteers can't be obliged to donate their time.	February 2016

#	What We Heard	What We Can Do	What We Can't Do	Completion Timeline
	More communication is needed from the Town Council to the residents & stakeholders.	The Town: -Publishes posts on the Town Facebook page.	The Town can make information as accessible as possible but it can't cause it to be read.	
3		 Publishes information on the Town website (www.sexsmith.ca) Provides updates on Twitter. Provides updates in the DHT newspaper and the Sexsmith Sentinel. Provides information on the Sexsmith Shannon Library sign and downtown signs. The Town is considering: Making more information available on the website, such as the Financial Statements. Distributing information via a phone app. Publishing a newsletter for distribution to Town residents and partnering with Chamber of Commerce to provide a newsletter. Exploring the possibility of involving 	The Town can't control the media releases of the press or require publishing of information.	August 2016
		youth to maintain/lead in the distribution of information.		
4	There is a need for increased access to the Town financial statements.	The Town will: -Post financial statements on the website for better public accessibility. -Make Financial statements available at the local library.		October 2016
5	Youth Involvement	The Town is considering: - Developing a Youth Council to advise on issues related to children and youth.		November 2016

#	What We Heard	What We Can Do	What We Can't Do	Completion Timeline
6	The Town should determine the future needs, cost and maintenance of infrastructure.	The Town will: -Prepare a capital maintenance plan & report this information to the community. -Project for reserve fund needs and allocate funds, where possible, to specific reserve fund accounts based on these projected future needs. -Conduct a street lights assessment. -Request groups overseeing Townowned buildings to help prepare projections and make assessments of the needs.	-The Town must balance operational funding with capital and maintenance reserve needs.	August 2017
7	Council should help to draw new businesses to the Town.	The Town: - Helps with zoning requirements. - Attracts health professionals through the Doctor Recruitment Committee. - Has recently reviewed and updated the business tax incentive. - Is partnering with the Chamber of Commerce to come up with innovative ideas that the municipality can support. The Town is considering: - Working with the Economic Development committee to explore branding and promotion options. - Publishing the Area Structure Plan and any proposed changes online.	The Council can't require land owners to sell land, but they can re-zone it. The Council can't control the price of land. Council is limited to controlling townowned land only. Reference: Part 17, Municipal Government Act M-26 RSA 2000 Because of public trust, Council can't speculate with tax dollars or make investments that have the potential for loss. Reference: Section 250, Municipal Government Act M-26 RSA 2000	Ongoing

#	What We Heard	What We Can Do	What We Can't Do	Completion Timeline
8	It was noted that the train whistle is bothersome to some people.	The Town has: Explored the "Procedure for Eliminating Whistling At Public Grade Crossings" and has determined that Step 4 would be too costly for the municipality at this time. Current discussions between the City of Grande Prairie and CN Rail will include representation from the Town of Sexsmith (July 22, 2015).	CN is federally regulated and adherence to current whistling regulations are currently being observed. Information on whistling can be found in Section 14: http://www.railcan.ca/assets/images/regulations/rules/2008 03 19 CROR TCO_093_en.pdf information about the "Procedure for Eliminating Whistling At Public Grade Crossings" can be found at: http://www.tc.gc.ca/eng/railsafety/guideline-287.htm	Information Only
9	The Town livestock policy does not allow for, pot-bellied pigs, chickens and bees within town limits.	The Town will: - Review appropriate bylaws to determine what changes would be feasible and to examine Country Residential zoning for this use.		August 2018
10	It was noted that support for block parties is requested.	The Town, through their Sustainability Committee, has created Block Party Kits that includes support from the public works department (the supply of garbage cans, picnic tables & barricades, etc.).		Information Only
11	It would be nice to have a Tourism Information Centre in Sexsmith.	The Town: - Is part of the Grande Prairie Regional Tourism Association which includes Sexsmith in any marketing incentives. The Town will: - Explore additional opportunities to work with existing businesses or groups to provide information.	This is a cost prohibitive initiative for the community at this time.	August 2018

#	What We Heard	What We Can Do	What We Can't Do	Completion Timeline
12	A decision is needed on whether to preserve the elevator.	The Town: - Is working with the Elevator Preservation Committee and the Museum Society to explore opportunities and to determine the feasibility of preservation. - Is maintaining the land around the elevator and has installed fencing for safety and security. - Will explore potential funding through grants.	The Town is not eligible for Alberta Historical Resources Foundation grant funding for the elevator since we do not own the land that the elevator resides on.	August 2016
13	There is interest in exploring spinoff opportunities at the new Phillip J. Currie Dinosaur Museum in Wembley.	The Town: - Has contributed funds to the construction of the Museum. - Is a Member of Grande Prairie Regional Tourism Association which would include Sexsmith as part of any regional incentives. The Town is considering: - Promoting Sexsmith by providing brochures at the Museum.		August 2017
14	There is a need for a society to govern the accessibility of snowmobiles and ATV's in Town limits.	The Town: - Is open to plans and presentations from such a society.	Council cannot form the society; it would need to be formed by interested individuals. Assistance with forming a Society can be found at: http://www.servicealberta.gov.ab.ca/7 16.cfm	Information Only

