

**AGENDA TOWN OF SEXSMITH
COMMITTEE OF THE WHOLE MEETING & STRATEGIC PLANNING
COUNCIL CHAMBERS – 9927-100 STREET
FEBRUARY 10, 2025 @ 6:30 P.M.**

ADOPTION OF AGENDA

CURRENT CORPORATE STRATEGIES

- 1. COMMUNITY PROFILE: Rebranding and Communication Strategy**
- 2. RECREATIONAL OPPORTUNITIES TASK FORCE**
- 3. PRACTICAL ECONOMIC DEVELOPMENT STRATEGIES & OUTCOMES**
- 4. INTERMUNICIPAL COLLABORATION FRAMEWORKS**

STRATEGIC PRIORITIES SESSION

February 10th, May 12th and November 10th, 2025

CURRENT OPERATIONAL STRATEGY REPORTS FROM STAFF

March, June, September & December

DELEGATION

1. APEX Security & Sexsmith & District Museum Society
2. Verkada Surveillance – Lovisa Lagercrantz
3. Training on Laserfiche Expense Form - Carmen Puiu

EMERGENT TOPICS

CURRENT TOPICS

1. APEX Security & Verkada Surveillance Solutions
2. Rebranding Rollout Plan

ADMIN TOPICS

1. Allowance of Pets in Town Owned Buildings
2. Community Assets List and Sponsorship Opportunities

COUNCIL TOPICS

1. Review Strategic Planning Document
2. Rain Barrel Program – Mayor Potter Resolution 468-12-24

CLOSED SESSION

**POTENTIAL ITEMS FOR
FUTURE AGENDA**

ROUND TABLE

ADJOURNMENT

FUTURE AGENDA ITEMS

CORPORATE PRIORITIES (Council/CAO)	
NOW <ul style="list-style-type: none">• COMMUNITY PROFILE: Rebranding and Communication Strategy• RECREATIONAL OPPORTUNITIES TASK FORCE• PRACTICAL ECONOMIC DEVELOPMENT STRATEGIES & OUTCOMES• INTERMUNICIPAL COLLABORATION FRAMEWORKS	TIMELINE Dec 2024 Jan 2025 Jan 2025 Sep 2025
NEXT <ul style="list-style-type: none">• DESIGN STANDARD AND LUB Review (Grant Dependent – January 2025)• Stormwater System Complete Upgrades	ADVOCACY / PARTNERSHIPS <ul style="list-style-type: none">• <i>Medical Professionals Attraction (SPPARC)</i>• <i>Crime Prevention -COP/RCMP/Enforcement Services</i>
ONGOING PRIORITIES/TASK FORCE <ul style="list-style-type: none">• Medical Professional Attraction Task Force• Economic Development Advisory Committee• Community Engagement	
OPERATIONAL STRATEGIES (CAO/Staff)	
CHIEF ADMINISTRATIVE OFFICER <ul style="list-style-type: none">• STORMWATER: Phase II Engineering/Upgrades• Branding and Communication Strategy• Intermunicipal Collaboration Frameworks• Bylaw Review at Corporate Services• Design standards and Land Use bylaw (grant-dependent)	ADMINISTRATION/FINANCE <ul style="list-style-type: none">• Asset Management System:<ul style="list-style-type: none">• Continue to populate & update software.• Asset Management Practices/Policy• Begin using software to inform future infrastructure budgets.
PUBLIC WORKS <ul style="list-style-type: none">• Enhancing communications with residents for construction/projects/maintenance• Collaboration with the Recreational Opportunities Task Force• Stormwater system collaboration with engineers to complete design of Phase II	FCSS <ul style="list-style-type: none">• Youth Opportunities-Wellness/FCSS/Library• Senior Programing – Wellness & FCSS (connecting with seniors, meals on wheels, bingo)• Transportation Opportunities: exploring options• Attainable Housing: support• COMMUNITY ENGAGEMENT: Survival Guide, Mountain Plains
FIRE DEPARTMENT <ul style="list-style-type: none">• Ladder Truck Procurement (2025)• Community engagement focused initiatives	<ul style="list-style-type: none">• Recruitment, Training, Retention
WELLNESS AND RECREATION <ul style="list-style-type: none">• Recreational Opportunities Task Force<ul style="list-style-type: none">• Cross Country Ski Trails• Trail System• Splash Park/ Shade – find grant• Stormwater area recreation use• Community engagement – surveys for	PLANNING/ ECONOMIC DEVELOPMENT <ul style="list-style-type: none">• LOCAL ECON. DEV. STRATEGY: EDAC Review• REGIONAL ED STRATEGY – Admin Group

resident/participant feedback	
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November 2021

To: Mayor & Council
 Rachel Wueschner CAO – Town of Sexsmith
 From: Gordon McIntosh

Subject: **STRATEGIC PRIORITY SETTING SESSION**

The Strategic Priority Setting Sessions during December was for council with senior staff to identify STRATEGIC TOPICS for discussion; explore each strategic topic as a STRATEGIC POSSIBILITY; and determine STRATEGIC PRIORITIES along with actions for implementation.

This memo summarizes the outcomes of Strategic Priority Session as follows:

Strategic Process overview

Strategic Topics for discussion

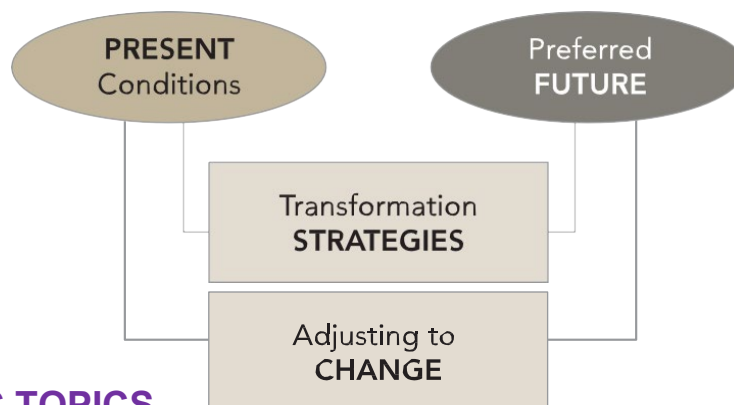
Strategic Possibilities for potential implementation

Strategic Priorities for NOW, NEXT and LATER attention

RECOMMENDATIONS for follow-up

STRATEGIC PROCESS

The priority setting process started by looking at **present** conditions - issues and opportunities. The emerging strategic topics were explored with a preferred **future** – desired expectations in mind. It is in the transformation stage where the present/future gap is closed by defining achievable **strategies**. Effective strategic priority setting involves making strategic choices consistent within the Town's mandate and capacity. A critical important element of an ongoing strategic priority process is adjusting to **change**. Strategic priorities should be regularly monitored and adapted to changing external conditions and internal capacity using the 'one page' *Strategic Priorities Chart* and *Strategic Priority Work Program*. Once priorities are completed, NEXT items can take their place.



STRATEGIC TOPICS

The priority setting process began by looking to the future. Participants engaged in a 'Community Check-up' discussing the five distinct areas of a sustainable community:

Environment - healthy and natural environment through responsible use and protection

Infrastructure - well maintained infrastructure and facilities that meet community needs

Economy – capacity to attract, support and retain businesses and residents

Social – community engagement to improve the well-being and diversity of the community

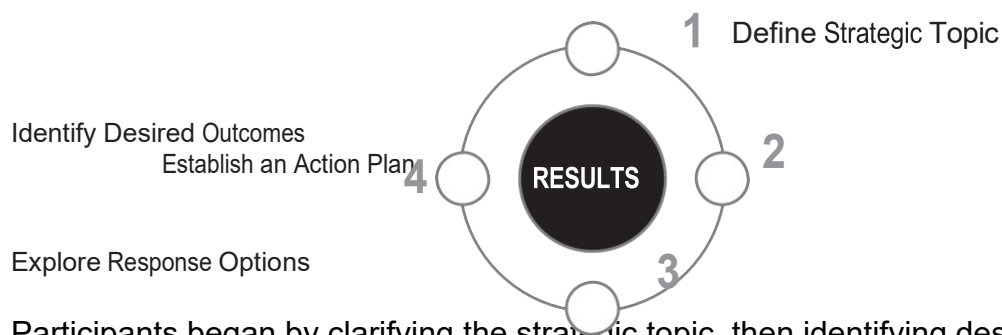
Governance - sustainable government focused on strategic decision-making

Participants identified issues and opportunities facing the organization and community (See *att. 1*) and short listed those of interest for strategic attention (see *Att.t 2*). It was agreed that the following strategic topics warranted discussion:

Housing Stormwater System Multi-Use Facility Trail System Crime Prevention Economic Development	Design Standards Outdoor Recreation Community Image Medical Clinic Youth Involvement Seniors Activities
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STRATEGIC POSSIBILITIES

Participants 'unpacked' each topic utilizing a four-step Solution Seeking process.



Participants began by clarifying the strategic topic, then identifying desired outcomes if it was successfully addressed. Next, options to achieve the desired outcome were

explored and a 'preferred strategy' was selected. Action steps were then identified to implement the preferred option as a **Strategic Possibility** (*next page*)

STRATEGIC TOPIC - Expectations	STRATEGIC POSSIBLITY
Housing <i>Entry level housing, increased lot supply, developer incentives, encouraging land use policies, diversity of marketing housing, family, senior & young people, attract & retain residents, determine Town role, creative options,</i>	Support Grande Spirit facility expansion Research municipal options re: attainable housing Consider MDP/LUB encouragement policies Research incentive options
2. Stormwater System <i>Future growth capacity, reliable system, environmental compliance, timely completion, on budget, maximize amenity features</i>	Complete land acquisition Confirm <i>Water Act</i> approval for works <i>See Sledding Hill/BMX item #8</i>
3. Multi-Use Facility <i>Location, conceptual design, potential uses, stakeholder involvement, capital estimate, operating/revenue budget, possible partners, County participation, Town office & library, feasibility analysis,</i>	1. Review the community need analysis 2. Develop a process proposal 3. Prepare a concept (functional) design 4. Conduct preliminary feasibility
4. Trail System <i>Multi-use, active lifestyles, community connectivity, visitor destination</i>	1. Review trail map to identify gaps 2. Develop trail system strategy 3. Explore cross country ski trail options 4. Explore wetlands trail option
5. Crime Prevention <i>Public education, RCMP liaison</i>	1. Meet with Staff Sargent re: annual work program 2. Promote safe practices via Town mediums 3. Develop Town position re: Provincial Police force 4. Develop a Safe Community Strategy
6. Economic Development <i>Business retention, expansion & attraction; specific targets, engaged EDAC</i>	1. Request strategic targets for attention from EDAC 2. Liaise with Bio-Diesel prospect 3. Pursue East Side opportunities
7. Design Standards <i>Consistent guidance to developers & contractors, safe projects, quality design</i>	1. Use Grande Prairie document (interim) 2. Develop Sexsmith Bylaw
8. Outdoor Recreation <i>Active & passive, lifestyle amenities, visitor asset, resident retention & attraction, for all ages, diverse options. Determine capital costs, operating costs, risks & liabilities, design, volunteer involvement</i>	<i>See Community Need Analysis Report #4</i> 1. Submit Dog Park proposal 2. Prepare Sledding/BMX feasibility 3. Pursue Amphitheatre grant 4. Develop Amphitheatre design

9. Community Image <i>Business & resident attraction, competitive advantage, easy read information</i>	1. Develop a Sexsmith Advantage Profile 2. Create new promotional materials 3. Review the icon & logo
10. Medical Clinic <i>Maximize use of facility, enhance local access to services, broaden scope of services, ensure depth of medical personnel</i>	1. Support medical professional recruitment 2. Review status of medical clinic
11. Youth Involvement <i>Informal & organized programs, engaged youth,</i>	<i>See Community Need Analysis Report #4</i> <i>See Sledding/BMX item #2 & 8</i>
12. Seniors Activities <i>Active older adult opportunities, senior citizen activities, transportation options, promote active lifestyles, enhance mental wellness</i>	1. Meet with seniors re: interests 2. Conduct pilot program 3. Explore transportation options