

THE CORPORATION OF THE TOWNSHIP OF HOWICK STRATEGIC PLAN – December 2012

Strategic planning is one of the most important tools that a municipality can use to bring together the public, municipal Staff and members of Council in the development of a common vision, direction and goals for a community. It can also function as an accounting mechanism, allowing management and the public to evaluate progress and ensure that the municipality is moving in the right direction.

The decisions made, or not made will shape how a community develops and prospers. A Corporate Strategic Plan therefore, builds an overall vision for a community and guides municipal decision making that will move the community towards its desired state. The plan also assists with prioritizing the management and use of the local assets as well as human, financial, physical and environmental resources.

The following goals have been established as priorities by the Council of the Corporation of the Township of Howick;

1. Promotion of Howick Township – Business Retention and Expansion Study, branding exercise, welcome signs at Howick boundaries.
2. Services and Infrastructure – roads maintenance.
3. Website development - improve communication, increase transparency and community engagement through use of a revitalized website.
4. Economic Development – follow BR & E study, branding exercise with marketing, improved website.
5. Communication – improve communications with stakeholders, including board members, staff and the public.

1. Promotion of Howick Township

Actions for 2013

- Install commerce maps following the branding exercise in order to have the new logo included on the maps.
- Print brochure size commerce maps with Howick events and information printed on the back, to be placed in local businesses and the arenas
- Determine the total number of Welcome to Howick signs needed to post at Howick entry points
- Investigate pricing for various types and sizes of welcome signs
- Request quotes, following the branding exercise, purchase and install two (2) welcome signs in 2013

- Map all properties for sale in Howick Township, identify development lands – post on website, link to Huron County website
- Create media releases for Howick good news events
- Work with Business Alliance to create and present new/expanded business certificates

Actions For 2014 - 2018

- Purchase and install commerce maps at Howick Community Centre and Belmore Arena
- Purchase and install at least two (2) Welcome to Howick signs per year until all entry points have signage
- Continue media releases

2. Services and Infrastructure

Actions for 2013

- Focus on re-building roads, not paving
- Determine acceptable amount for reserves – budget deliberations
- Use excess reserve funds to accelerate five (5) year road/bridges plan
- Determine increase to tax rate for accelerated road plan – budget deliberations
- Apply for funding if eligible – project to be determined by Works Coordinator

Actions For 2014 - 2018

- Continue to accelerate five year roads/bridges plan when possible, focus on building up roads to be ready for grants for paving projects

3. Website Development

Actions for 2013

- Contract for website development
- New logo to be included following branding exercise
- Add QR code to all stationary, business cards, brochures etc.
- Live stream meetings
- Photo contest, new website launch

Actions For 2014 - 2018

- Build on website information
- Add fillable forms to be submitted on-line
- Accept on-line payments

4. Economic Development

Actions for 2013

- Include \$5,000 in budget for E.D.

- Implement action items identified in BR & E Study where possible – support Business Alliance
- Formally change BR & E Committee to Economic Development Committee following completion of BR & E Study follow-up
- Branding exercise
- Investigate natural gas for Howick Township in more detail
- Map development lands, commercial/industrial lands on website
- Create Business Alliance link on website

Actions For 2014 - 2018

- Identify a minimum of \$5,000 annually to Economic Development in budget
- Investigate funding opportunities

5. Communication

Actions for 2013

- Continue \$1,000 donation to each Hall Board and Belmore Community Centre - budget
- Councillors to attend various board meetings
- Move location of the Volunteer Appreciation Event to one of the halls
- Schedule Committee of the Whole meetings quarterly to allow for open dialogue and the development of ideas with staff and stakeholders
- Include regular polls and surveys on new website for community engagement
- Post electronic Council package on website
- Request quotes, purchase electronic sign for Howick Community Centre – to be funded by funds remaining from ice resurfacer purchase and reserves if necessary
- Begin succession plan for staff

Actions For 2014 - 2018

- Continue Volunteer Appreciation Event, rotate to various halls
- Continue to schedule Committee of the Whole meetings throughout the year for various topics to be investigated and discussed at the committee level