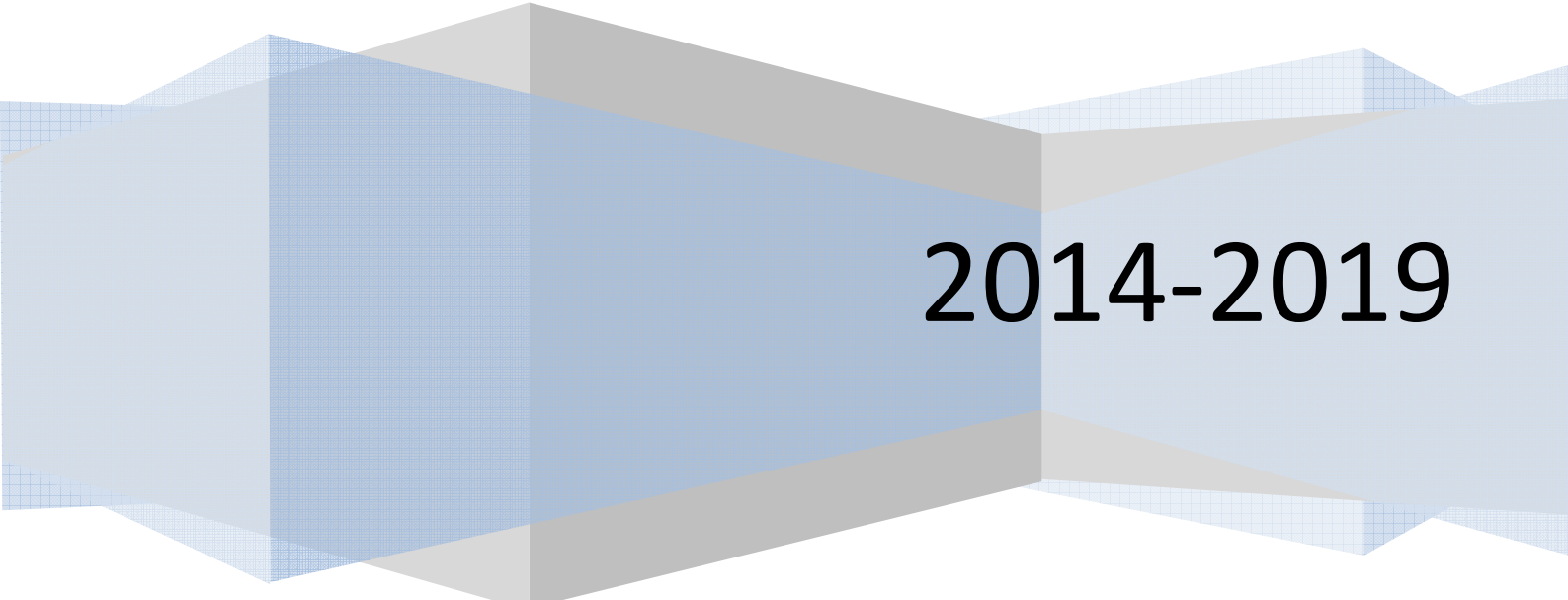


Strategic Plan

Town of Sedgewick

Approved – April 17th, 2014



2014-2019

Vision Statement:

“Sedgewick, we are an engaging, dynamic community welcoming families and businesses.”

Mission Statement:

“Progressive, active leadership transforming and engaging the community while providing exceptional service.”

Values Statements:

Collaboration – “We will work effectively through collaboration to serve our community and region”;

Focus – “We focus on listening to our residents and bringing awareness to our community”;

Approachability – “We are committed to being open to new ideas and opportunities”

Short Term Goals:

1. PRIORITY 1 - Erect Signage throughout Town

<p>Step 1. Identify and erect areas for municipal signage:</p> <ol style="list-style-type: none"> 1. Main Street, Town Office, Legion, Community Hall, Banking, Eatery’s, Grocery Store etc. 2. Recreation Grounds, arena, ball diamonds, race track, bowling, library, golf course, lake 3. Flagstaff County Administration Building 	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/>
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<p>Step 2: Set a budget and present funding scenario to Council:</p> <ol style="list-style-type: none"> 1. Coordinate a meeting with the Beautification Committee, present signage options 2. Purchase and erect new signage 	<hr/> <hr/> <hr/>
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2. PRIORITY 2 - Regional Recreation

<p>Step 1: Engage with Flagstaff County to better associate and implement the Regional Recreation Study</p> <ol style="list-style-type: none"> 1. Council to appoint a recreation subcommittee – the subcommittees responsibility would be to liaison and engage with Flagstaff County, Recreation User Groups, the Recreation Board and surrounding Towns and Villages <p>Step 2: Employment Opportunity – develop a new position – Recreation Programmer and Facility Manager</p> <ol style="list-style-type: none"> 1. Administration to prepare and present a job description and salary chart to the subcommittee for review and recommendations to Council; 2. Present the proposed position to Council for approval; 3. Funds allocation 4. Engage with user groups and stakeholder regarding the new employment position 5. Advertise the new position 6. Secure personnel <p>Step 3:</p> <ol style="list-style-type: none"> 1. Begin restructuring of the Recreation Board, 2. Update policies and bylaws <p>Step 4: PROMOTE, PROMOTE, PROMOTE – Engage Healthy Living Initiatives</p> <ol style="list-style-type: none"> 1. Walking trails 2. Sedgewick Arena 3. Sedgewick Golf Course 4. Sedgewick Lake 5. Regional Recreation Initiatives 6. Agricultural events 7. Cultural events 	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Ongoing Steps: Engage with Flagstaff County and surrounding Towns and Villages to promote regional recreation – eliminate the duplication of services and increase programming	
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3. PRIORITY 3 – Purchase of SW9-44-12 W4M

Step 1. Define location: <ol style="list-style-type: none"> 1. Obtain a quote to survey the proposed land purchase; 2. Obtain a quote for an Area Structure 3. Obtain a quote to fence the “potential” land purchase; 4. Obtain an estimated market value from Wainwright Assessment Group 5. Present cost analysis to Council Step 2: Determine method and action to engage with the private land owner: <ol style="list-style-type: none"> 1. Council to allocate funds for the purchase of the lands; 2. Council to set the direction on the purchase proposal Step 3: Follow through with Step 1, purchase land. Rationale: The purchase of the lands has been addressed by Alberta Environment and the Town of Sedgewick as a priority as we need to protect and secure the integrity of the Towns water source.	Action Taken: <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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4. PRIORITY 4 – Bulk Water Loading Facility

Step 1. Administration is responsible to investigate the most viable Bulk Water Loading Facility: <ol style="list-style-type: none"> 1. Raw or Treated Water 2. Above or below ground facility 3. Identify site options 4. Draft a proposal for Council Step 2: <ol style="list-style-type: none"> 1. Funds allocation, Council must commit to the allocation of funds for the project; 2. Approval from Alberta Enviro 3. Secure private land if necessary; 4. Engineering review; 5. Tender project 6. Construction; 7. Operations 	Action Taken: <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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<p>Step 3:</p> <ol style="list-style-type: none"> 1. Tender project 2. Project Construction 	
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5. PRIORITY 5 - Rebranding

<p>Step 1. Set the stage and the guidelines to proceed with the rebranding of the Town of Sedgewick:</p> <ol style="list-style-type: none"> 1. Administration to investigate potential funding sources; 2. Administration to present information and variables to Council; <p>Step 2: Funds allocation:</p> <ol style="list-style-type: none"> 1. Determine an allocation for ‘rebranding’; 2. Website redevelopment; 3. Stationary updates – letterhead, envelopes,; 4. Town Signage – Logos etc 5. Registration of Trademark <p>Step 3: Community building and engagement.</p>	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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6. PRIORITY 6 - Main Street Lot Development

<p>Step 1.</p> <ol style="list-style-type: none"> 1. Address the development on Plan 3825P; Block 2; Lots 28P-31 2. Attempt to secure business development 3. If unsuccessful develop a construction design for the site <p>Step 2: Funds allocation – funds are confirmed with the use of MSI Capital.</p> <ol style="list-style-type: none"> 1. Seek public input as to the design and construction; <p>Step 3:</p> <ol style="list-style-type: none"> 1. Tender project 2. Begin construction 	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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7. PRIORITY 7 – Walking Trail Expansion

<p>Step 1.</p> <ol style="list-style-type: none"> 1. Draft and design new walking trails around the recreation grounds; 2. Meet with the beautification committee to review tree removal, product options, layout etc. 3. Engage with Flagstaff County regarding cost and job share of the 	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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<ul style="list-style-type: none"> project; 4. Engage with the Recreation Centre pertaining to the location of the trail; 5. Request and easement with Flagstaff County <p>Step 2:</p> <ul style="list-style-type: none"> 1. Funds allocation; 2. Surveying, 3. Tender project 4. Begin construction. 	<hr/> <hr/> <hr/> <hr/>
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Long term goals:

1. PRIORITY 1 - Development of Residential Subdivision

<p>Step 1. Strategies – Growth and expansion</p> <ul style="list-style-type: none"> 1. Land availability – identify all public and private serviced land within the Town that is or could be saleable 2. Engage with private vacant land owners and encourage sales of private land for residential development – cost efficiencies 3. Ensure developments remain affordable <p>Step 2: Determine potential residential land for development:</p> <ul style="list-style-type: none"> 1. 45th Street (East) – private; 2. Bluejay Cres. (North) – public land; <p>Step 3: Cost analysis – Administration</p> <ul style="list-style-type: none"> 1. Prepare a cost analysis for Council with the inclusion of pros and cons for all identified sites <p>Step 4: Public Land Development</p> <ul style="list-style-type: none"> 1. Site clean-up – removal of debris 2. Review engineered residential subdivision 3. Fund allocation (potential to split development into phases) 4. Market upcoming residential subdivision 5. Submit and RFP for Engineering services to develop the tender for site construction and the installation of municipal services 6. Tender project 7. Award project 8. Begin construction 	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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<p>Tactics and Performance Indicators – Who is accountable to ensure the goal is delivered and success is measured:</p> <ul style="list-style-type: none"> a. Administration to develop an RFP to Council which includes pros and cons for residential development by August 31st, 2014; b. Council to provide a motion for Administration to proceed with development 	_____

2. PRIORITY 2 – Main Street Redevelopment

<p>Step 1: Identify required upgrades for Main Street and consult with stakeholders:</p> <ul style="list-style-type: none"> 1. Identify if the Main Street redevelopment aligns with rebranding; 2. Begin Stakeholder Meetings/Consultation 3. Investigate the potential for underground storage tanks; 4. Discuss drainage issues (back alleys) seek solutions to mitigate future issues. <p>Step 2: Prepare and RFP for Engineering Services:</p> <ul style="list-style-type: none"> 1. Tender RFP; 2. Present results and recommendation to council – appoint engineering company <p>Step 3: Cost analysis and breakdown:</p> <ul style="list-style-type: none"> 1. Seek potential federal and provincial funding initiatives 2. Submit grant applications <p>Step 4: Tender Construction Project:</p> <ul style="list-style-type: none"> 1. Present results and recommendation to Council 2. Appoint project Contractor; 3. Begin construction; <p>Ongoing Steps: Work with Main Street Business Owners to address business entry disruptions during construction.</p> <p>Tactics and Performance Indicators – Who is accountable to ensure the goal is delivered and success is measured:</p> <ul style="list-style-type: none"> 1. Administration to prepare all necessary documents and background for engineering, construction, public consultation. 2. Council and Administration – responsible to engage with all 	<p>Action Taken:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

<p>stakeholders grading upgrades.</p> <p>3. Council is responsible to allocate all project funding and provide final authorization for development.</p>	
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3. PRIORITY 3 - Infrastructure Replacement – Underground Sanitary Sewer, Curbs, Gutters, Sidewalks, Roads

<p>Step 1: Identify and confirm remaining areas that require replacement:</p> <ol style="list-style-type: none"> 1. Transportation Committee – Sidewalks 2. Administration/Public Works – Identify Drainage Issues 3. Council/Administration – Research and identify potential underground storage tanks <p>Step 2: Prepare reserve budget for capital upgrades:</p> <ol style="list-style-type: none"> 1. Present to Council <p>Step 3: Prepare a Request for Proposal (RFP) for Engineering Services</p> <ol style="list-style-type: none"> 1. Present proposals and recommendation to Council for approval <p>Step 4: Secure funding (federal and provincial)</p> <ol style="list-style-type: none"> 1. Submit grant applications <p>Step 5: Tender Project</p> <ol style="list-style-type: none"> 4. Present tenders to Council and present recommendation for approval in conjunction with the Engineer <p>Step 6: Begin Construction</p> <p>Tactics and Performance Indicators – Who is accountable to ensure the goal is delivered and success is measured:</p> <p>Administration shall be responsible to present ongoing dialogue regarding research pertaining to development.</p> <p>Council to approve proposed plan of action pursuant to tendering process.</p>	<p>Action Taken:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Secondary Short-Term Goals:

- a. Waste reduction and improve recycling (Implement waste diversion policies, reduce the limit of weekly bag allotment, utilize the expertise at FRSWMA and support new recycling initiatives, household composting).