



TOWN OF
Vauxhall
POTATO CAPITAL OF THE WEST

Vauxhall Strategic Plan 2023 – 2028



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INSPIRATION • EMPOWERMENT • RESULTS
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The Town of Vauxhall 2023 – 2028 Strategic Plan is informed by extensive consultation with Town of Vauxhall Council and Administration, and input received from nearly 200 Vauxhall stakeholders.

The willingness of all involved to invest time, resources, intellect, and ideas in this work is a testament to the love that stakeholders have for Vauxhall and their hopes for its future.

Gratitude is extended to all. Your contributions are invaluable.

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Town of Vauxhall Council

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Councillor Barry Thomson



Town of Vauxhall Administration

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Executive Summary

The Town of Vauxhall desired a Strategic Plan that would inspire and support greater sustainability and community development. Town Council especially wanted to recognize the changing demographics within Vauxhall, and community needs at present and into the future.

The consultant approached this work collaboratively, engaging nearly 200 stakeholders (residents of Vauxhall and area, community groups, partner agencies and communities, and Vauxhall Council and Administration) between May and November of 2022. Through one-on-one interviews; surveys to Vauxhall residents and business owners; and attending meetings with Council, Town administration, the community, and joint meetings of Council and partner communities; a wide variety of input was collected.

Additionally, previous Council Minutes, past issues of the Vauxhall Advance, the 2016 and 2021 Canadian Census reports for Vauxhall, and other community and regional reports were reviewed.

The aim of this fulsome and collaborative approach to collecting information was to develop a strategic plan that could serve as a guiding framework for the community as well as the Town. **It is a plan for all who want Vauxhall to thrive.**

Communities are not their Council or Town office – they are the collective of all the organizations, businesses, volunteers, and residents within the community. While the Town of Vauxhall commissioned the development of this plan and will lead significant work described in it, the Town cannot achieve the desired Vision for Vauxhall by itself.

For the goals of this plan to be achieved, partnerships with all stakeholders are vital.

The new Vision for Vauxhall is:

Vauxhall is the community of choice for people of all ages.

Combining small town charm with a vibrant business environment, Vauxhall is a safe, inclusive, and collaborative community home to a diverse population, healthy volunteer base, and range of services providing excellent quality of life.

Supporting this vision is the new Mission:

The Town of Vauxhall works to serve our residents, businesses, visitors, and partners. We provide respectful leadership and take purposeful actions to support our community today, and to achieve our vision for Vauxhall's future.

The work of the Town will be conducted centered in these values:

Transparency, Inclusiveness, Stewardship, and Consultation.

The strategic goals that will help Vauxhall move towards achieving its Vision are:

1. Vauxhall's retail, recreational, and service offerings meet the daily needs of residents and visitors.
2. Vauxhall is a vibrant and inclusive community, hosting activities and events that create excellent quality of life for residents and visitors.
3. Communication, collaboration, and respectful relationships are prioritized and well-managed within the community, and between the Town and its stakeholders.

How to use this Plan

Key Plan Elements

This plan is organized by key elements that support each other.

Vision: The reality we want to achieve.

Mission: The purpose of the Town – for both governance and operations.

Values: Guiding principals for the way the work gets done.

Strategic Goals: Support achieving the vision and mission.

Objectives: Support achieving the goals.

Actions: Detail how (what tactics) to achieve the objectives.

Phases: When the actions should happen.

A note regarding Phases:

This plan suggests actions take place in phase 1, 2 or 3. These phases need to be further defined based on the resources that Council approves (funding for additional positions and/or priorities for Town Administration) for enacting this plan.

The phases could represent timeframes such as:

Phase 1: January 2023 - December 2024

Phase 2: January 2025 - December 2026

Phase 3: January 2027 – December 2028

Or the phases could be more fluid with Council determining annually which actions will take place as part of annual planning and budgeting.

The Strategic Plan as a Framework for Decision Making

This plan identifies the priorities for Vauxhall in order to create its desired future. Council and Administration should refer to this plan regularly as part of its decision-making process. Essentially, all Town decisions and related allocation of resources (financial, human, and in-kind) should be evaluated based on how well they support the vision, goals, and objectives in this plan.

This may (and should) result in changes in how Town resources are used.

Measurement and Reporting

It is recommended that Town Administration report on the progress of this plan to Council no less than each quarter. This will ensure that:

- The plan stays top-of-mind and relevant in all Town and Council activities.
- The actions to achieve the objectives and goals are taken.
- Any adjustments needed to the recommended actions and timelines can be discussed with Council and approved in a timely manner.

In order to report on the progress of this plan, Council will need to:

- Make decisions about what resources it will invest in the recommended actions for the plan.
 - This is especially critical for the recommendations to fund an economic development officer (shared or for Vauxhall alone) and a community development coordinator. There are actions assigned to these positions. If these positions are not funded, it will affect how and when these related actions are taken. In this case the work would fall to existing Administration who would need to examine their capacity for the extra work, and adjust existing priorities.
 - Prioritizing actions in this plan will require Town Administration to adjust existing work loads. In other words, some current work may need to be dropped in favour of actions detailed in this plan. This needs to be discussed so there are clear expectations between Council and Administration of what this will look like.
- Provide direction to Town Administration on the work to be completed within each phase (see above) and how Council wants the reporting provided.

It is also recommended that the Town report on the progress of this plan to its partners and the community on a regular schedule. Depending on the activities being undertaken, this reporting might align with the quarterly reports to Council, or could be done more generally every 6 months.

Any wins or positive progress resulting from actions in this plan should be shared and celebrated immediately. This supports greater involvement and positive momentum.

Adapting the Plan

This plan is meant to be a living document. As actions are undertaken, it should be expected that edits or additions will be made to this plan or to the annual plans and budgets that support this plan. For this plan to be successful it must remain relevant.

If adjustments need to be made, or if new actions need to be taken, approach these with flexibility and do what is needed as long as it stays true to the intent of this plan – which is to collectively take actions that support Vauxhall in achieving its Vision.

Vision, Mission, and Values

Vision

Vauxhall is the community of choice for people of all ages.

Combining small town charm with a vibrant business environment, Vauxhall is a safe, inclusive, and collaborative community home to a diverse population, healthy volunteer base, and range of services providing excellent quality of life.

Mission

The Town of Vauxhall works to serve our residents, businesses, visitors, and partners. We provide respectful leadership and take purposeful actions to support our community today, and to achieve our vision for Vauxhall's future.

Values

The Town of Vauxhall believes in the following core values and endeavours to exemplify these in all activities of governance and operations.

Transparency

Openness, honesty, and accountability in everything we do.

Inclusiveness

Services are accessible to all in our community, recognizing and respecting different needs, values, and perspectives.

Stewardship

Community resources and assets are carefully and responsibly managed.

Consultation

We engage with our residents and stakeholders on matters that affect them.

Strategic Goals and Objectives

There are three strategic goals identified in this plan. Each goal has accompanying objectives and actions.

- The goals support the vision and mission for Vauxhall.
- The objectives support achieving the goals.
- The actions detail how to achieve the objectives.

Strategic Goal 1:

Vauxhall’s retail, recreational, and service offerings meet the daily needs of residents and visitors.

Objective 1: Develop and implement an Economic Development Strategy for Vauxhall.

Objective 2: Develop a long-term (5 – 10 year) plan to maintain and/or expand key services and recreational infrastructure.

Strategic Goal 2:

Vauxhall is a vibrant and inclusive community, hosting activities and events that create excellent quality of life for residents and visitors.

Objective 1: Develop and implement a Community Development Strategy.

Objective 2: Develop a community calendar of events and activities that engage residents and visitors and build community spirit.

Objective 3: Develop and implement a community volunteer attraction and retention strategy.

Strategic Goal 3:

Communication, collaboration, and respectful relationships are prioritized and well-managed within the community, and between the Town and its stakeholders.

Objective 1: Develop a Communication and Engagement Strategy for the Town of Vauxhall.

Objective 2: Support communications amongst organizations working to provide quality of life within Vauxhall.

The actions that accompany these goals and objectives are detailed in the pages that follow.

Strategic Goal 1: Vauxhall’s retail, recreational, and service offerings meet the daily needs of residents and visitors.

Objective 1: Develop and implement an Economic Development Strategy for Vauxhall

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
<p>1. Invest in a Town or regional economic development officer/group to support economic development in Vauxhall.</p>	<ul style="list-style-type: none"> • Opportunities for new businesses, services and development in Vauxhall will be identified and shared and promoted. • People interested in those opportunities will have a dedicated and knowledgeable point of contact for information and support. 	<p>A professional dedicated to advocating for economic development in Vauxhall by identifying and sharing opportunities, and provided the needed support to attract investment.</p>	X	X	
<p>2. Develop and implement an economic development plan for Vauxhall:</p> <ul style="list-style-type: none"> • Assess land available for development – commercial, industrial, retail, housing, etc. • Assess land best positioned along highway 36 that could be developed to attract investment (businesses) and/or used for promotion of Vauxhall. • Assess community spaces available for use “as is” or with rehabilitation/change of use. • Develop a target list of missing/most wanted businesses and services to bring to Vauxhall. From Community survey: <ul style="list-style-type: none"> ○ Businesses: Retail offering general merchandise, gifts, clothing, plants/flowers; Thrift store or dollar store; Laundromat; Truck stop (full service); Internet; Hotel, Pool Hall, Gym/fitness centre. ○ Services: Health services, Child care, Full-service banking. 	<ul style="list-style-type: none"> • Improved and simplified process (barriers removed) for businesses and services to locate and operate in Vauxhall • Vauxhall is positioned as an investment-ready community • Vauxhall is ready to seize opportunities when investors or government offer to support initiatives that align with Vauxhall’s priorities • Vauxhall can articulate its priorities for investment to partners, other communities, etc. 	<ul style="list-style-type: none"> • Clearly identified list of community priorities for new development/attraction with the tools (business case) to support promotion of these opportunities • Greater interest in Vauxhall by potential businesses 	X	X	X

<p>Other: Housing</p> <ul style="list-style-type: none"> • Assess missing “Quality of Life” supports for different ages – seniors, families, youth, etc. • Develop business case for Vauxhall -- why it’s a good place to invest in. Focus on opportunities for target list of businesses and services to locate in Vauxhall. • Assess Town tax structure, bylaws, and services. Reduce “red tape” where possible. Determine if any changes (tax incentives, bylaw changes, etc.) would help attract new, businesses and/or better support existing businesses. • Research different operation models and sources of funding for needed services. Example: Child care - federal funding availability to invest into child care facility, Non-profit model vs for-profit model, etc. 					
<p>3. Collaborate with community and regional partners to support activities of the Economic Development Plan and promote opportunities in Vauxhall:</p> <ul style="list-style-type: none"> • Collaborate with SouthGrow and Community Futures Chinook. <ul style="list-style-type: none"> ○ Share the Vauxhall Economic Development plan and Business case. ○ Schedule regular (quarterly?) communications to identify opportunities, programs offered, and ideas exchange. • Partner with neighbouring communities on a regional economic growth strategy. • Work closely with the Vauxhall Chamber of Commerce on initiatives like Shop Local Campaigns. Support efforts to coordinate Vauxhall retail businesses meeting to discuss business hours, community beautification, etc. etc. 	<ul style="list-style-type: none"> • Partners will understand Vauxhall’s priorities and be equipped to support these. Partners can promote Vauxhall as an investment opportunity where there is a match of Vauxhall’s priorities and interest. • Vauxhall can take advantage of programs and services offered by partners and their contacts that align with Vauxhall’s priorities. • Vauxhall’s business community will be better supported and will have clarity on how to improve the retail experience in Vauxhall. 	<ul style="list-style-type: none"> • Regular, quality communication and collaboration with partners in support of Vauxhall’s priorities. • More programs and partnerships supporting Vauxhall. • Improved retail experiences in Vauxhall. 	X	X	

Strategic Goal 1: Vauxhall’s retail, recreational, and service offerings meet the daily needs of residents and visitors.

Objective 2: Develop a long-term (5 – 10 year) plan to maintain and/or expand key services and recreational infrastructure.

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
<p>1. Develop capital plan to maintain and upgrade major infrastructure:</p> <ul style="list-style-type: none"> • Identify all major existing infrastructure in Vauxhall (roads, sidewalks, arena, etc.). <ul style="list-style-type: none"> ○ Identify anticipated repairs and upgrades over the next 10 years. Estimate potential costs and timeline. ○ Determine priorities for maintenance and replacement/upgrades. (Which pieces of infrastructure or upgrades are priority 1, 2, 3) • Identify anticipated new infrastructure that might be needed/wanted by the community (From survey: spray park, outdoor skating rink, fenced dog park, more hockey, curling & baseball, expanded recycling facilities, etc.) <ul style="list-style-type: none"> ○ Estimate potential costs. ○ Determine potential priority of investing into these related to investment needed for existing infrastructure. • Monitor government programs for opportunities to leverage government funding for maintenance or upgrades to items in the capital plan. 	<ul style="list-style-type: none"> • Council and the community will be aware of anticipated costs to maintain current infrastructure and/or add new infrastructure and can make planning and spending decisions based on these priorities. • Vauxhall will be ready to take advantage of government or other programs that support infrastructure maintenance or development when they are announced. 	<ul style="list-style-type: none"> • Council making spending decisions based on an approved capital plan that outlines priorities and anticipated needs for the next 5 – 10 years. • Priority infrastructure maintained. • New infrastructure developed based on priority. 	X		

<p>2. Develop a “Threat list” of existing infrastructure in the community that may be threatened by a change of circumstances. (Example: Lions campground – operations threatened if Lions cease operation, Royal Canadian Legion – what happens to the building if the Legion ceases operations, etc.)</p> <p>Meet with owners/operators of threatened infrastructure to create open dialogue and discuss options if threats materialize, and opportunities to prevent threats.</p>	<ul style="list-style-type: none"> • Council and the community will be aware of threatened infrastructure and have options to protect it or use it differently. • Community groups managing infrastructure will be supported through a collaborative approach to determine how to keep the infrastructure for the community. 	<ul style="list-style-type: none"> • Currently threatened infrastructure maintained (instead of lost) and used in the same or new ways to the benefit of the community. 	X	X	
<p>3. Partner with neighbouring communities on a regional growth strategy.</p> <ul style="list-style-type: none"> • Identify opportunities for additional shared services. • Partner with MD of Taber on a regional recreation plan. • Watch for government programs that support development or maintenance of regional infrastructure and leverage partnerships to apply. 	<ul style="list-style-type: none"> • Greater promotion and support of economic development and investment opportunities in Vauxhall. • More services for Vauxhall, or maintained services at the same or lower cost. • Vauxhall is positioned to attract more government dollars to support economic growth. 	<ul style="list-style-type: none"> • Maintained and/or increased services/infrastructure with minimal or no cost increase. 	X	X	X

Strategic Goal 2: Vauxhall is a vibrant and inclusive community, hosting activities and events that create excellent quality of life for residents and visitors.

Objective 1: Develop and implement a Community Development Strategy

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
<p>1. Invest in a Vauxhall Community Development Coordinator position (part-time or full-time, as a Town employee or in partnership with a Vauxhall Community Organization). Responsibilities include:</p> <ul style="list-style-type: none"> • Liaise with all community groups (internal and external) • Coordinate community calendar (events, inter-agency meetings, partner meetings, etc. – See Objective 2) • Support increased communication from Town with community (see Goal 3, Objective 1) • Coordinate logistics of Town hosting quarterly inter-agency meetings with all community organizations • Support collaborations (example: joint grant applications from community groups) • Develop and support a community volunteer attraction and retention strategy (See Objective 3) • Support a Welcome program for newcomers (businesses, residents, etc.) in conjunction with Chamber of Commerce. 	<ul style="list-style-type: none"> • Coordinated community development in support of Vauxhall’s priorities will happen. • Communication, collaboration and cooperation between the Town and community organizations will improve. 	<ul style="list-style-type: none"> • Community organizations have a specified contact person with the Town for support, collaboration, and communication. 	X	X	
<p>2. Support increased communications and partnerships within Vauxhall:</p> <ul style="list-style-type: none"> • Host quarterly inter-agency meetings with all community organizations and partners (Chamber, Ag Society, Library, Curling Club, Legion, Hockey, Taber Adult Learning Council, FCSS, etc.) <ul style="list-style-type: none"> ○ Goal of meetings is to share information, facilitate joint planning (reduce duplication of efforts or events on the same day), leverage strengths (volunteers, assets, joint 	<ul style="list-style-type: none"> • Better communication, collaboration, and coordination amongst community organizations in Vauxhall. • Increased community activities and services in Vauxhall. 	<ul style="list-style-type: none"> • More/better coordinated community events and activities. 	X		

<p>applications for funding, etc.), and develop better communication and partnerships.</p> <ul style="list-style-type: none"> ○ FCSS has offered to facilitate these meetings (and does so in other communities). ○ Invitation by Mayor, refreshments to be provided. <ul style="list-style-type: none"> • Meet with community organizations to improve partnerships and determine areas of strategic plan where organizations can take a lead role. (Example: Could the Chamber or AG Society lead new event development or community beautification efforts with support from the Town? Could either start and operate a thrift store (see case study in appendix) with proceeds to fund community activities?) • Work closely with external community services partners like Taber Adult Learning Council and FCSS to understand community needs, take advantage of their programs and services, and support their efforts within Vauxhall. 					
<p>3. Assess community spaces in Vauxhall:</p> <ul style="list-style-type: none"> • Determine where there are gaps in available space for community activities • Identify existing spaces that could be re-purposed to address gaps (Example: Could the Legion building be retrofitted so that part of the space is available for Taber Adult Learning classes and other community classes that could be offered?) 	<ul style="list-style-type: none"> • Options are identified for re-purposed or new spaces for community events, activities, classes, etc. • Options can be shared/promoted with partners and/or leveraged if funding programs/investment becomes available. 	<ul style="list-style-type: none"> • More space for community events, activities, classes, etc. identified or available. 		X	X

Strategic Goal 2: Vauxhall is a vibrant and inclusive community, hosting activities and events that create excellent quality of life for residents and visitors.

Objective 2: Develop a community calendar of events and activities that engage residents and visitors and build community spirit.

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
<p>1. Work with community partners to host and support events:</p> <ul style="list-style-type: none"> • Host/support cultural connections events, community diversity conversations, and/or cultural exchanges to create bridges and promote learning amongst different cultural groups in Vauxhall. • Develop a new signature event for Vauxhall that builds off of Vauxhall’s strengths. (Example: Western Canada Potato Festival?) • Continue supporting July 1 Celebrations. • Support and encourage new arts, culture and recreation community events, classes, and activities. Example: food making from different cultures, arts classes, dance, theatre, etc. <ul style="list-style-type: none"> ○ From survey: Community Breakfasts, Vauxhall amazing Race, Town Walk Day, Fall Suppers, Bingo nights, tennis lessons). 	<ul style="list-style-type: none"> • Residents and visitors will experience increased Vauxhall community spirit • Vauxhall will attract more visitors • Quality of life will improve in Vauxhall • Community connection and participation will improve 	<ul style="list-style-type: none"> • More/expanded community events and activities • Events aimed at engaging all members of the community • More events to attract visitors to Vauxhall • Increased community pride and enthusiasm 	X	X	X

<p>2. Work with community partners to develop and implement a Community Beautification plan. This could include:</p> <ul style="list-style-type: none"> • Murals on buildings and at entrances to Vauxhall • Painting any buildings or fences that need refreshing • Expanding the Vauxhall Potato family on the Welcome to Vauxhall attraction/sign • Communities in Blooms or flowers throughout the Downtown • Clean up entrances to town (Developing a park at entrance to town by Wendy's, clean up mobile park near highway) • Street banner(s) in downtown • Rock Fountain • Trees planted around town for wind break • Developing a community garden • Engaging youth volunteers (schools, Vauxhall Baseball Academy) to help with community painting days (See Objective 3) 	<ul style="list-style-type: none"> • Residents will feel greater pride in Vauxhall • Visitors will have a better experience in Vauxhall and will tell others how pretty the town is • New volunteers will be active in the community 	<ul style="list-style-type: none"> • Vauxhall is more attractive and welcoming • More highway travellers will stop in Vauxhall • Vauxhall retail businesses will invest more in their appearance • Residents can be involved in the community in new ways 	X	X	
<p>3. Work with the Chamber to encourage Vauxhall business to:</p> <ul style="list-style-type: none"> • Offer open hours during events that draw visitors to Vauxhall (July 1) and on weekends. • Have greater participation in the July 1 parade • Participate in Community beautification through external and internal updates to business locations. 	<ul style="list-style-type: none"> • Better business offerings for residents and visitors • Residents will feel greater pride in Vauxhall • Visitors will have a better experience in Vauxhall 	<ul style="list-style-type: none"> • Vauxhall retail business hours better meet the needs of residents and visitors • Vauxhall retail businesses will invest more in their appearance and community participation 	X		

Strategic Goal 2: Vauxhall is a vibrant and inclusive community, hosting activities and events that create excellent quality of life for residents and visitors.

Objective 3: Develop and implement a community volunteer attraction and retention strategy

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
1. Identify key volunteer gaps for: <ul style="list-style-type: none"> Existing community events and activities New events and activities (See Objective 2) <ul style="list-style-type: none"> From survey: Snow and lawn angels for elderly or physically impaired residents. 	<ul style="list-style-type: none"> Vauxhall will be aware of where volunteer gaps are and can implement strategies to fill them 	<ul style="list-style-type: none"> It will be clear what community activities, event and assets are at risk if more volunteers are not found 	X		
2. Develop job descriptions or tasks list for new volunteers. <ul style="list-style-type: none"> Look at volunteer needs differently – instead of recruiting people then figuring out what they will do, identify needed skills and time, then recruit people for these. (Example: Recruit a volunteer to provide set-up, tear-down, and clean-up for Ag Society events – note dates, times, and hours - rather than trying to recruit a general Ag Society Volunteer.) 	<ul style="list-style-type: none"> Volunteers are more willing to support community organizations' activities 	<ul style="list-style-type: none"> Potential volunteers have clarity on responsibilities and time commitment. 	X	X	X
3. Identify potential new or return volunteers: <ul style="list-style-type: none"> Collaborate with Vauxhall Baseball Academy to better utilize Academy members as volunteers Discuss volunteer opportunities with Vauxhall schools Collaborate with Reinland Mennonite Church and other churches to determine appropriate volunteer opportunities for their members Reach out to past volunteers to discuss volunteer needs and ask them to return in a different capacity 	<ul style="list-style-type: none"> More volunteers are engaged and supporting Vauxhall community activities Quality of life is improved Greater community engagement and pride Additional events and activities are hosted 	<ul style="list-style-type: none"> More volunteers supporting community events and activities Opportunities to volunteer presented to them More community events and activities 	X	X	X
4. Recruit Volunteers using direct asks. <ul style="list-style-type: none"> Assign community leaders (Council, Organizations, and others) to directly ask for volunteers using new role or task profiles. 	<ul style="list-style-type: none"> More people agree to volunteer Greater community engagement and pride 	<ul style="list-style-type: none"> More volunteers supporting community events and activities Opportunities to volunteer presented to them More community events and activities 	X	X	X

Strategic Goal 3: Communication, collaboration, and respectful relationships are prioritized and well-managed within the community, and between the Town and its stakeholders.

Objective 1: Develop a Communication and Engagement Strategy for the Town of Vauxhall

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
<p>Update/redesign Town of Vauxhall website so it represents the community in a way that reflects the new Vision – a place that is vibrant and welcoming. Include elements such as:</p> <ul style="list-style-type: none"> • Community events calendar with descriptions of events and contact information • Links to all community organizations (Chamber, Ag Society, etc.) • List of volunteer opportunities/needs and how to volunteer for these • List of open lots (residential and commercial) • List of business opportunities / needed businesses and services. Include the business case for investment and contact link to Economic Development Officer. • Easy to find profiles of Mayor and Council members with contact information. 	<ul style="list-style-type: none"> • People will be able to easily find information about Vauxhall that supports investment, development, visiting, volunteering and more. • Communication with the Town (Council and staff) will be enhanced • Community pride will increase 	<ul style="list-style-type: none"> • A Town website that is easy to navigate, provides the information they need, and connects them with members of Council and Town staff. • A Town website that conveys the spirit and vibrancy of the Town Vision 		X	X

<p>Develop a schedule of engagement for Council and Town administration that includes:</p> <ul style="list-style-type: none"> List of all community group AGM's with all members of Council assigned attendance at different ones. Communication frequency with external agencies like SouthGrow, Community Futures, etc. These should include conversations and brainstorming to support Vauxhall in addition to presentations at Council Meetings. Internal targeted communications/relationships prioritized with key partners (Reinland Church, Ag Society, Chamber, etc.) 	<ul style="list-style-type: none"> Improved relationships between the Town and it's partners and community groups. Maximized use of programs and seizing opportunities as they arise. 	<ul style="list-style-type: none"> Council supporting and engaging with community organizations. More programs and initiatives happening in Vauxhall. 	X		
<p>Develop guidelines that detail how Council or Administration communicates with stakeholders (via surveys, notices, community meetings, etc.) prior to making decisions that affect them.</p>	<ul style="list-style-type: none"> Greater community input prior to Council decisions, especially those with financial impact Greater community understanding of Council decisions, especially those with financial impact 	<ul style="list-style-type: none"> Invitations to provide input to Council before major decisions are made Improved communication and transparency with the Town 	X		
<p>Develop Fee For Service (FFS) Agreements developed to outline funding agreements with community partners. These agreements:</p> <ul style="list-style-type: none"> Identify the specific services the Town is purchasing/funding and at what cost Create clarity around expectations for both parties re: services, impacts, expectations, needs, timeframe, etc. Are reviewed annually as part of preparation of the next year's Town budget development and approval process. This review includes a report to Council from the service provider detailing use of funds and outcomes achieved for the services purchased. 	<ul style="list-style-type: none"> Better clarity on expectations of services provided by community groups in exchange for funding from the Town Council is able to align funding decisions to best support community needs Town spending can be better planned Better communication on the outcomes community groups provide through use of Town funding 	<ul style="list-style-type: none"> Contractual agreements that specify the terms and conditions for use of tax dollars to purchase services for the community Town expenditures to community groups/services aligned with community needs and priorities 		X	
<p>Examine shared service agreements with MD of Taber/other communities and identify communication gaps.</p> <ul style="list-style-type: none"> Update agreements or develop addendums that outlines communication process for when issues arise (Example: water issues). 	<ul style="list-style-type: none"> Better and more timely communication when service issues arise Greater confidence in service provision and the Town 	<ul style="list-style-type: none"> Better and more timely communication and issue resolution when service issues arise 	X		

<p>Develop a promotions strategy for Vauxhall that includes:</p> <ul style="list-style-type: none"> • Regular communications with neighbouring communities and the King Arthur Resort about Vauxhall events, activities, etc. • Strategy for social media and Town of Vauxhall website management • Collaboration with community groups to support their efforts at promotion within and beyond Vauxhall (shop local campaigns, tourism campaigns, etc.) 	<ul style="list-style-type: none"> • Increased economic activity in Vauxhall from visitors and potential investors 	<ul style="list-style-type: none"> • Increased communication about Vauxhall events, activities, and opportunities within neighbouring communities, at attractions, online, and within Vauxhall. 	X	X	
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Strategic Goal 3: Communication, collaboration, and respectful relationships are prioritized and well-managed within the community, and between the Town and its stakeholders.

Objective 2: Support communications amongst organizations working to provide quality of life within Vauxhall

ACTIONS What we will do	OUTCOMES The difference our actions will make	RESULTS What people will see	Phase		
			1	2	3
Host and coordinate quarterly interagency meetings of community groups (See Goal 2, Objective 1)	<ul style="list-style-type: none"> Better communication, collaboration, and coordination amongst community organizations in Vauxhall. 	More/better coordinated community events and activities.	X		