

PENDER HARBOUR ADVISORY COUNCIL SOCIETY

STRATEGIC PLAN

October 20, 2015

VISION:

Our vision for the communities of the Pender Harbour area is a friendly and prosperous place that has its citizens actively involved in maintaining, developing and expanding its recreational, social, cultural and economic opportunities while preserving and celebrating its heritage and uniqueness.

MISSION STATEMENT:

The Council exists to support the vitality of the communities of the Pender Harbour area as excellent places to live, work and play for residents and visitors. The Council will provide the Pender Harbour area with a structure that allows residents to identify issues of broad community concern through public forums where citizens can express their views and be confident those will be recorded, researched, prioritized and addressed.

VALUES

We believe our communities' goals should be set from within our community. Our goals will be achieved by volunteer effort, careful planning, cooperation amongst not-for-profit organizations, advising on the disposition of available government funding and services, and solicitation of funding from other public and private sources.

GOALS & STRATEGIES

1. PHAC IS AN EFFICIENT AND EFFECTIVE ORGANIZATION:

1a) Operating funding for PHAC

-apply for operational funding to support Town Hall and other PHAC Meetings & activities

1b) Improve Communications

- update the names of PHAC Committees and their Chairs on website
- post names of Council Board Members on the PHAC website
- draft annual Communications and Marketing plan
- develop PHAC letterhead which incorporates the Chamber's 'Pender Harbour Spirit' brand
- develop standardized formats for news releases and Mail Chimp newsletters
- discuss Communication opportunities at each Council meeting
- develop specific communication strategies to attract young people to our events and activities

1c) Organization of Committees / Working Groups

- Council will identify and establish Committees/ Working Groups
- each Committee / Working Group shall have a Chair and Secretary

1d) Develop annual budget

- each Committee / Working Group will identify their financial needs
- identify funding sources
- formalize Budget Plan

1e) Strategic Plan

- hold meeting after AGM and revise the Strategic Plan
- approve and publish plan

1f) Effectively manage Programs and Projects

- develop a Terms of Reference for each Committee / Working Group
- develop a reporting template for use by all Committees
- encourage two way communications between Council and Committees / Working Groups so problems are resolved in a timely fashion

1g) Annual General Meeting

- hold AGM in accordance with Society charter
- Council to develop program and agenda

1h) Grow our membership

- appoint Membership Secretary from Council to maintain membership and active not for profit group lists
- have Membership Secretary compare current membership list with previous membership lists and contact past members who are currently not members
- create Working Group to formulate plan for acquiring more members
- working with Communications and Marketing update information package (what we do and why you should be a member) and membership form
- develop and deliver the plan for growing the memberships

1i) Attract capable, enthusiastic, knowledgeable people to Council that represent the diversity that exists in our community

- evaluate current Council demographics
- recommend areas for change
- develop list of potential candidates and arrange to discuss opportunities that exist on Council and Committees / Working Groups

2. IMPROVE COMMUNITY WELL-BEING:

Gather community needs, clarify and prioritize and, acting alone or in concert with others, explore ways to make improvement. To ensure a Terms of Reference is developed for every Committee and

Working Group. Form a Council working group to work with every Committee and Working Group to develop their Terms of Reference.

2a) Improve road surface safety in the Pender Harbour area

- complete an inventory of paved road safety hazards
- meet with Ministry of Transport to present findings and discuss ways to improve road surfaces

2b) Trash Bash

- with the cooperation of other Community Groups, PHAC will organize, coordinate, and host a Trash Bash in the summer of 2016
- use existing SCRD inventory systems for recording location of illegal dump sites
- following completion of 2016 Trash Bash, evaluate the merits of continuing this project

2c) Pender Harbour Trail Signage Project

- achieve the stated project goals
- ensure the grant funding is spent effectively and in a timely fashion

2d) Proposed Dock Management Plan

- participate on Chamber DM Working Group
- continue to look for ways to actively inform and involve residents

2e) Encourage communication and cooperation amongst residents and organizations

- look for opportunities to share information and discuss collaboration opportunities
- invite Not for Profit Groups to Council meetings
- host at least one Town Hall Meeting each year to gather input and report project status
- help organize and run 2016 Community Days
- maintain two way communications between key Not for Profit Groups

2f) Improve Transportation:

- revitalize the Transportation Committee to look for ways to improve transportation within Area "A"
- consider all forms of transportation and pursue options supported by the community. The following are examples of forms that may be considered: water taxi, park and ride, ride-share, carpooling, organized hitch-hiking, taxi service and 24/7 access off-coast by boat service
- revise Terms of Reference to include expanded Committee scope
- encourage use of the Ruby Lake Lagoon Society Bus by the Community

2g) Improve and establish new trails for access and recreation

- establish priorities for the Trails Program (The scope of this Program may include walking, hiking, recreational and extreme biking, and horse trails. Funding can come from Gas Tax and other funding sources)
- populate Committees and Working Groups as required
- develop work plan and methods for project delivery

2h) Official Community Plan Review

- up-date Council on progress of the Plan Review
- organize public forums if requested by the Review Committee

2i) Harbour issues

- encourage a solution to the derelict boat issue
- implement Slow Down – No Wake Signage Project

2j) Improve the economic viability of the Pender Harbour and Egmont areas:

- work with appropriate groups to complete studies aimed at improving the local economy
- assist where possible with implementation of programs and projects
- support the Chamber of Commerce and the Harbour Authority to increase the number of washroom (including showers) and laundry facilities for boaters, visitors and residents
- work with organizations to improve and expand motorized access to lakes, ocean, views and parks for recreation (mini parks, roadside pullouts, parking lots and boat launches). If new trails are required the trails committee will be involved

2k) Improve commercial and recreational fishing

- look for ways to enhance fish populations
- have working group complete position papers and send to Minister of Oceans and Fisheries
- work with others to create interest in starting up the Lions Park Hatchery.

2l) Improve ability to obtain funding for projects

- Funding Committee to identify granting opportunities and to work with Council Working Groups and Committees, and other Community Organization to apply for funding.
- working with other organizations to create a list of grant opportunities that could be pursued

2m) Attract and engage young people, including students, in our events and activities:

- Develop and present volunteer opportunities to young people including Youth

2n) Seniors Housing & Housing for Low Income

- we will meet with organizations to find out more about these initiatives
- where deemed appropriate, PHAC will support these initiatives

2o) Improve Relationships

- in the future consider opportunities to support events aimed at broadening cultural awareness

2p) Prepare for discussions with all levels of government

- develop and maintain agendas for Pender Harbour to be used as the basis for meetings with each of the municipal, provincial and federal governments