

# Meeting of the Minds



March 14th, 2019

Sam's Room - AYR Motor Centre

# Discussion Topics



# The Future of Woodstock



What does it look like??



# Gaining Insight



Community Consultation Session Review

# Municipal Plan Consult Session

Thursday, April 26th, 2018 at 7pm

## **Sam's Room**

### AYR Motor Centre

An opportunity to gain insight from the community and establish a direction for the restructuring of the Municipal Plan with the help of Jim Scott - Trace Planning and Design.

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# The Results:

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## 8 Big Ideas

Eight consultation-based statements that articulate actions that should be fully explored in the Municipal Plan exercise:

Open for Change/Open for Business, Regional Townscape, Housing Diversity, Regional Positioning, Organization of Public Realm Infrastructure, Branding and Messaging, Intersecting Rivers/Resident Life/Tourism, Approach

## Tasks Ahead

A breakdown of the actions that the Town can follow relative to the consultation work. These include Regional Housing Strategies, Town Branding, building a Regional Support Action Committee, and an Urban Core Master Plan.

# Climate Change and Energy Initiative Consult Session

Wednesday, May 9th, 2018 at 7pm

## **Sam's Room**

AYR Motor Centre

Town staff, Mayor and Council, and community members met with the YHC Environment consulting team to review Greenhouse Gas reduction targets and Energy Action Plans

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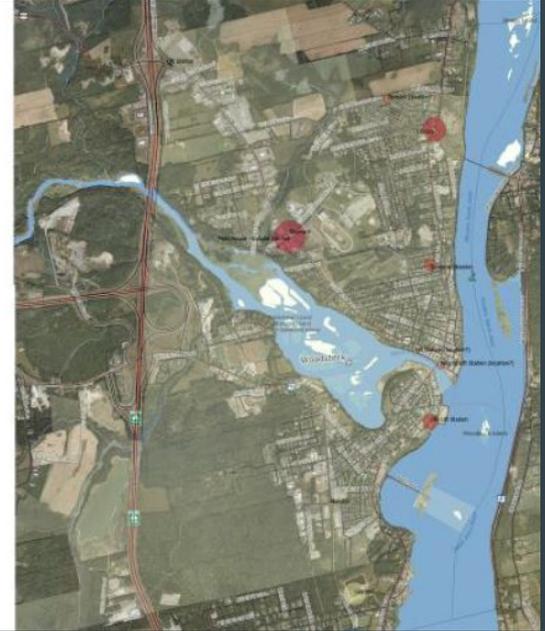
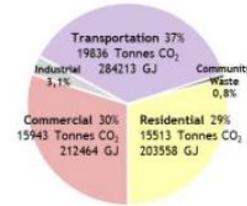
# The Results:

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## Corporate/Community GHG and Energy Action Plans

Program and strategy descriptions were provided for various projects proposed for implementation within transportation and infrastructure, as well as renewable and clean energy projects. One program recently explored has been the \$2.1 Million Energy Retrofit of the AYR Motor Centre. This will increase the efficiency of the facility, reduce GHG emissions, and lower energy costs / improve affordability.

## Community-wide GHG Emissions - Baseline



# Outdoor Recreation Community Consultation

Wednesday, November 14th, 2018  
at 6:30pm

## Gallery Room

### AYR Motor Centre

Town Managers, Councillors, and community members openly discussed some of the challenges, highlights, and ideas for the future of outdoor recreation in Woodstock.

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# The Results:

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## New perspectives and feedback

Individuals from a variety of backgrounds came from near and far to offer new perspectives on how to manage our existing trails, what aspect of outdoor recreation need more focus, and ideas about what to focus on for the residents of Woodstock in the future.

The feedback will be used in the development of the new Municipal Plan.



# Downtown and Waterfront Plans Consult Session

Wednesday, January 16th, 2019 at  
7pm

## Sam's Room

### AYR Motor Centre

Jim Scott returned to present a concept for downtown and waterfront development. Feedback was used from the previous session in April 2018 to develop an idea for the current Farmer's Market lot as well as the surrounding areas..

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# The Results:

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## Renewed interest in the Downtown

With the commitment from the Town to rejuvenate a key part of the downtown core, developers and business owners will be encouraged to consider downtown/Main Street an asset for investment.

## Valuable Feedback

With experienced developers and investors in the room, valuable feedback was received in regards to how the Town can support local developers with focusing future projects within the downtown area.

# Call for Community Conversation

Tuesday, February 5th, 2019 at  
7pm

## **Sam's Room**

AYR Motor Centre

Brittany Toner hosted the first session in her mini-series focused on starting a conversation for event organizers and gaining insight about how the Town can support the success of their events.

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# The Results:

## Snapshot Presentations

Event representatives were able to briefly promote upcoming events while streaming live on Facebook.

The high interest in the Snapshot presentation feature resulted in a plan to implement them into future event planning promotions that the Town will be organizing.

## Brand Review Exercise



# Community Resiliency Workshop

Tuesday, March 12th, 2019 at 7pm

## **Sam's Room**

AYR Motor Centre

Eddie Oldfield with QUEST Canada presented information on helping municipalities adapt to the impacts of climate change and extreme weather events and planning for community resiliency, with an added focus on energy reliability.

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# The Results:

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## Insight and Awareness

Guest speakers from NB Power, the Insurance Bureau of Canada, and NB Climate change provided insight into the firsthand challenges they have faced due to the impacts of climate change. Information on how we can become more prepared as a Town and the resources we need to formulate a plan were discussed.

## Adaptation Plan

The importance, and future requirement, of an adaptation plan became apparent throughout the workshop. This is something that will need to be organized and funded through the municipality in order to properly identify Woodstock's strengths and risks/vulnerabilities.

# Improvements Within



What the Town has done to increase transparency and develop goals and priorities for the future.

# Improvements Within



## Consultations

Multiple consultation sessions have taken place to gain feedback from the residents of Woodstock.



## Website Revamp

The website has been updated to a more user-friendly format meant to engage residents and draw people in.



## Social Media Presence

Increased transparency through social media outlets and the recent launch of Instagram to encourage engagement.



## Outsourcing

Professionals who specialize in planning, marketing, etc have been hired to ensure our goals are properly captured and planned out.

# Long Term Goals



Where the current focus is. Have we forgotten anything?

We will become ...

A family-centric destination where change is embraced and history is preserved. Woodstock embodies a sense of commitment to residents, visitors and surrounding communities through the provision of recreation, leisure and community services.

The Town is

#### Well Managed

- Actively encourage ways to save money and reduce waste.
- Create a viable asset management plan.
- Build and manage a 5-year budget view.
- Cost activities to enable effective decision making and data driven priority setting.
- Establish a performance management regime.

#### Engaged

- Build and maintain effective communications platforms.
- Encourage citizen participation in governance issues.
- Establish relationships with different segments of the community.
- Encourage feedback from the public on priority setting.
- Manage social media as a strategic tool.

#### Well built

- Revitalize the downtown core.
- Create a waterfront experience.
- Exploit recreation assets. Link it all through trails.
- Actively manage our stock of heritage buildings
- Establish priorities for housing development
- Create a plan for expansion of municipal footprint
- Promote active transportation network development

#### Positioned for Growth

- Actively Promote Woodstock as a place to do business
- Build relationships with BIA, CoC and local developers / investors
- Actively promote Woodstock tourist centres and attractions
- Actively promote our recreation facilities within the regional context

We (are) ...

Woodstock will maximize its economic potential and sustainability whilst preserving its rich traditions.

**Innovative, Lead with Ethics and Integrity, Fiscally Responsible, Espouse Teamwork and Communication**

## Strategic Plan for the Town

A comprehensive strategic plan has been laid out and approved by Town Council.

## Priority List for Departments

Annual priority lists will be developed and tracked for each department in order to keep everyone moving in the right direction.

# How We Get There



We have a few ideas, what are yours?

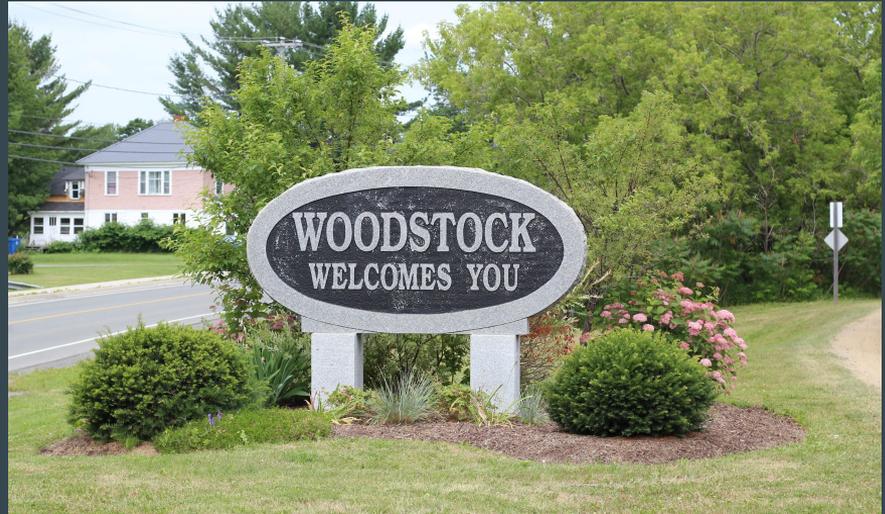
# How We Get There

Completion of the next Municipal Plan

Continuing to gain support from the  
Community

Strategically aligning goals to appeal to  
current and future residents

Sticking to what we are good at, and  
relying on professionals to do what they  
do best



# Thank you for your participation...

... and don't forget to leave your contact information!

