

**For consideration by the Council
of the City of Barrie on February 28, 2011**

The meeting was called to order by Mayor Lehman at 9:06 a.m. and the following were recorded as being present:

COUNCIL: Mayor, J. Lehman
Councillor, B. Ainsworth
Councillor, L. Strachan
Councillor, D. Shipley
Councillor, B. Ward
Councillor, P. Silveira
Councillor, M. Prowse
Councillor, J. Brassard
Councillor, J. Robinson
Councillor, B. Jackson
Councillor, A. Nuttall (left the meeting at 10:36 a.m.).

STAFF: Chief Administrative Officer, J. Babulic
City Clerk, D. McAlpine
Director of Communications and Intergovernmental Affairs (Interim), C. Glaser
General Manager of Community Operations, J. Sales
General Manager of Corporate Services, E. Archer
General Manager of Infrastructure, Development and Culture, R. Forward.

**ALSO
PRESENT:** C. Kearns, The Randolph Group.

The General Committee met and reports as follows:

11-G-024 ORIENTATION SESSION CONCERNING STRATEGIC PLANNING

Mayor J. Lehman provided opening remarks related to the second strategic planning session for the 2010 to 2014 City Council term of office. He updated members on the work undertaken since the first session held on December 11, 2010.

Carolyn. Kearns of The Randolph Group outlined the agenda and objectives for the session, noting that the purpose of the session was to provide an opportunity for members of Council to add their comments on the interpretation of the goals, strategies and potential action plans to allow staff to proceed to further develop the strategies and action plans. C. Kearns explained that Council would have the opportunity to review these matters further through the annual Business Plan and Budgets.

Jon Babulic, Chief Administrative Officer explained that staff had reviewed the information provided at the December meeting and prepared their interpretation of the five goals, the strategies associated with each goal and potential action plans for 2011 to 2014 to address the strategies. He commented that in order to accomplish the strategies, they would need to be included in the Business Plans and Budgets for each of the next four years.

11-G-024 Continued ...

Richard Forward, General Manager of Infrastructure, Development and Culture outlined the potential strategies associated with the goal entitled "Creating a Vibrant and Healthy City Centre" and the progress indicators that could be utilized to measure success in achieving this goal.

C. Kearns sought input from members of City Council concerning the goal, strategies and potential action plans. Members of City Council asked questions of staff related to the information provided and expressed comments on the phrasing of the strategies and the action plans identified. The addition of strategy related to providing a safe and welcoming downtown was discussed.

Ed Archer, General Manager of Corporate Services outlined the potential strategies associated with the goal entitled "Strengthen Barrie's Financial Condition" and the progress indicators that could be utilized to measure success in achieving this goal.

C. Kearns sought input from members of City Council concerning the goal, strategies and potential action plans. Members of City Council asked questions of staff related to the information provided, specifically concerning the Enterprise Resource Planning Project. They expressed comments related to communicating the performance indicators, the phrasing associated with actions, the inclusion of additional action plan items and the approval process associated with action plan items.

Jim Sales, General Manager of Community Operations outlined the potential strategies associated with the goal entitled "Improve and Expand Community Involvement and City Interactions" and the progress indicators that could be utilized to measure success in achieving this goal.

C. Kearns sought input from members of City Council concerning the goal, strategies and potential action plans. Members of City Council asked questions of staff related to the information provided and expressed comments on the phrasing and order of the strategies, the inclusion of additional action plan items and additional progress indicators.

The Committee recessed at 10:36 a.m. and reconvened at 10:52 a.m.

R. Forward, General Manager of Infrastructure, Development and Culture outlined the potential strategies associated with the goal entitled "Managing Growth" and the progress indicators that could be utilized to measure success in achieving this goal.

C. Kearns sought input from members of City Council concerning the goal, strategies and potential action plans. Members of City Council asked questions of staff related to the information provided and expressed comments concerning the need for the phrasing of the goal and strategies to reflect protecting the environment including Lake Simcoe and the enhancement of green spaces. An additional progress indicator for this goal related to assessment ratios was also discussed.

J. Babulic, Chief Administrative Officer outlined the potential strategies associated with the goal entitled "Directing and Managing Economic Development" and the progress indicators that could be utilized to measure success in achieving this goal.

11-G-024 Continued ...

C. Kearns sought input from members of City Council concerning the goal, strategies and potential action plans. Members of City Council asked questions of staff related to the information provided and expressed comments concerning the phrasing of the strategies and action plan items as well as additional action plan items.

Carolyn Glaser, Director of Communications and Intergovernmental Affairs (Interim) reviewed the purpose of a vision statement. She provided two options for revised potential community vision statements.

C. Kearns sought input from members of City Council concerning the two draft community vision statements and the process to finalize the community vision statement. Members of City Council asked questions and expressed comments concerning the wording of the vision statements. The members of City Council determined that additional input would be sought on a draft vision statement that had been developed through the refinement of one of the two options provided.

The need to view the community vision statement in the context of the goals and strategies was discussed. Next steps in the development and communication of the 2010 to 2014 City Council's strategic priorities were discussed.

The meeting adjourned at 11:58 a.m.

CHAIRMAN