



TOWN OF  
*Gravelbourg*  
VILLE DE

# Strategic Plan

2022-2025

Adopted November 28, 2023 | Resolution # 2023-0423



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# INTRODUCTION

This document represents the results of the brief Town of Gravelbourg Council's strategic planning session held on October 22, 2022 at the Town Office Council Chambers.

The following Council members and staff participated in the session:

## COUNCIL

Darcy Stefiuk

Mayor

Paul Boisvert

Councillor

Raymond Lizee

Councillor

Andre Lorrain

Councillor

Deanna Pilgrim

Councillor

Teresa Williams

Councillor

## STAFF

Carol White

Administrator

Vincent Sture

Public Works  
Manager

Leanne Nichol

Sports,  
Culture &  
Recreation  
Manager

Ariel Haug

Economic  
Development  
Officer

This was a four (4) hour self-directed group session facilitated by CAO White for the purpose of gaining perspective from the attendees for development of this Council's strategic plan. Review of the past (2013/2014) plan facilitated by HMC Management Inc. was beneficial in keeping focus and providing a launching point for forward motion.




# GENERAL SESSION GOALS

- to provide direction for the allocation of resources, both financial and human for the next 3-5-10 years
- To develop an attainable, measurable plan to move forward to a positive future.

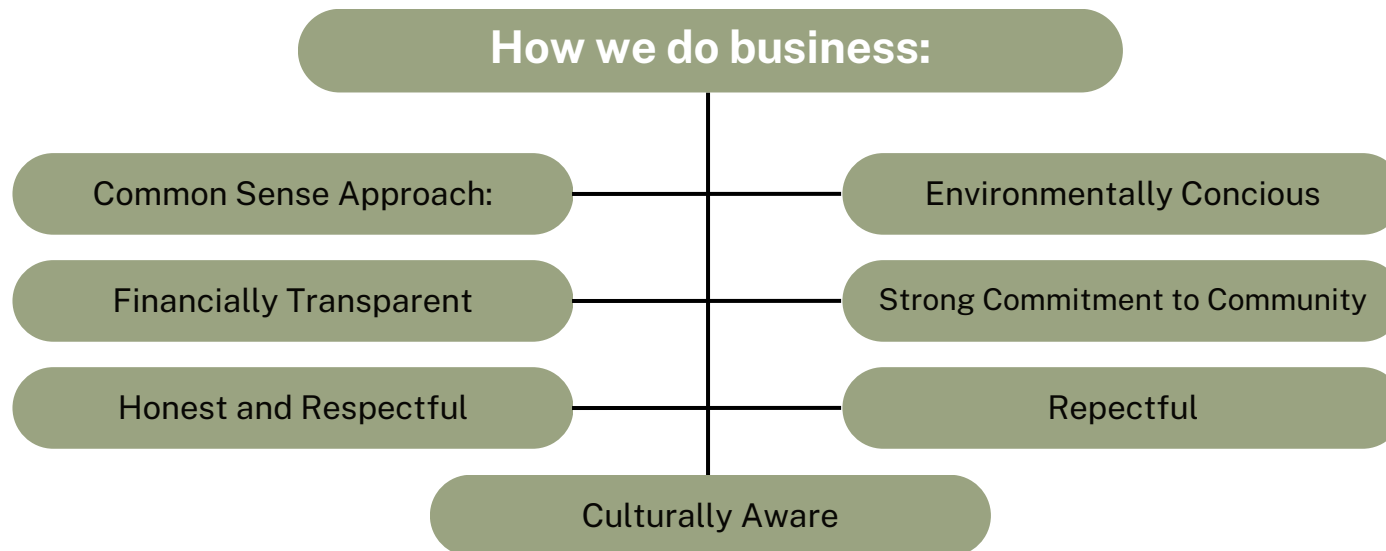


## Council & Staff Goals:

- Darcy – Better understanding of the plan
  - Ray – Better communication with general public
  - Deanna – Future forward motion
  - Ariel – Direction
  - Leanne – Direction
  - Teresa – Coming up with some priorities
  - Paul – Council priorities
  - André– Concrete action / plans
  - Vincent – Focus / Priority
- 

# CORPORATE VALUES

The Corporate Values as outlined within the 2013/2014 Strategic Planning session were reviewed and it was determined that, except for changing one word, they remain valid today.



Values tend to be philosophical in nature and capture the major factors that decision makers should use when contemplating action.



# Corporate Values

A clear image of organizational beliefs and the basis of development decisions

Value	Details
Common Sense Approach	We pride ourselves on being realistic and down to earth. Our decisions, projects and opinions reflect our lifestyle, while accommodating innovation, growth and community development. Matters presented to Council will be dealt with in a prompt, fair and reasonable manner.
Financially Transparent	We recognize the responsibility to remain open and transparent with all community business. Accuracy of records, approachability, public reporting, setting of realistic and appropriate financial goals, are all ways in which the municipal council in Gravelbourg remains fully transparent to the community it serves.
Honest and Respectful	The Council understands that they are accountable to the community for their decisions. We will demonstrate honesty, sincerity fairness and respect in all our communications, upholding only the highest of ethical principles, in order to create informed, appropriate, equitable and moral opinions and decisions.
Culturally Aware	We recognize and embrace the importance of culture in our community. All projects, policies and initiatives will reflect the diverse nature of the culture, language, religion and ethnicity of our community and its residents (past, present and future), tourists and students.
Environmentally Conscious	We seek to protect our environment for generations to come by endeavouring to seek a reasonable balance between economic growth and being environmentally responsible.
Strong commitment to community	As a cohesive community committed to caring for each other, we are committed to ensuring development of our programs, services and policies to serve all ages.
Respectful	We honor the rights and beliefs of our Councillors, our staff and our community and commit to treating them with the highest degree of dignity and equality.



# NEW VISION STATEMENT

**Gravelbourg is a thriving and welcoming community that prioritizes economic growth, environmental sustainability, and cultural diversification. We strive to foster regional cooperation and inclusivity to create a vibrant and resilient community that celebrates its past while embracing the future.**





# DEVELOPING COUNCIL'S



# MISSION

An effective mission statement should clearly communicate to everyone the primary reason that your organization exists, what the end result of what you do actually is

**UNDER-  
STANDABLE**

**BRIEF  
AND  
CONCISE**

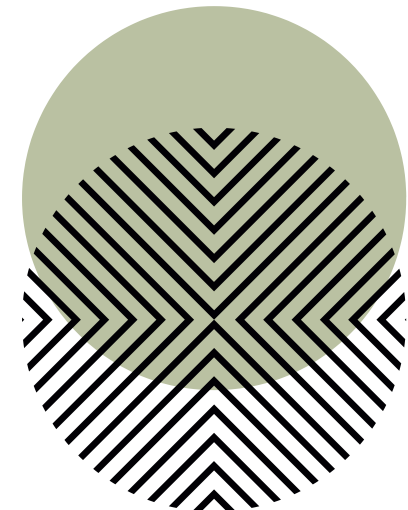
**EACH WORD  
SHOULD BE  
SPECIFIC AND  
MEANINGFUL**

**SELF-  
CONTAINED**

# MISSION STATEMENT

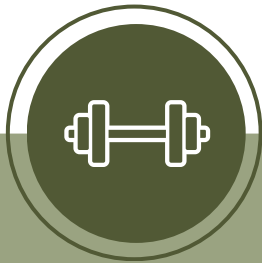
The mission statement as developed by the Council of the Town of Gravelbourg in the 2013/2014 strategic planning session was reviewed and it was determined that the statement remains true and appropriate today.

**To provide infrastructure and services that enrich the quality of life in the community of Gravelbourg.**



# SWOT ANALYSIS

Staff and council analysed Gravelbourg assets and challenges



## Strengths

- Heritage
- Institutions—education, health
- People power & potential, volunteer base
- Relative low cost of living
- Spiritual
- Varied architecture



## Weaknesses

- Lack of accommodations
- Aging volunteer base
- Community promotion
- language/culture division
- Loss of businesses
- High ratio of service jobs compared to manufacturing jobs
- Aging infrastructure
- Communication
- Financial reserves



## Opportunities

- Arts destination
- Centralized service hub
- Medical & tourist destination
- Grow volunteerism
- Attract newcomers
- fibre=remote workers
- Cooperation
- New team with fresh ideas & talents
- Small business growth



## Threats

- Financial drains
- Shrinking tax base
- Incomplete projects
- Losing facilities/services
- Negativity/Apathy
- Rising costs/inflation
- Government regulations
- Climate
- Isolation



# PRIORITIES

Staff and council defined the top priorities for each department.



1. Adopt a town-wide alert and emergency management system
2. Organization of Town documents and administrative files
3. Translate key documents into French



1. Market the Convent
2. Build capacity in the community for renewed volunteerism
3. Resident attraction & newcomer services
4. Business retention
5. Seeking new site selectors/industry



1. Upgrade the Palestre plant with a focus on sustainability
2. Develop a walking/cross-country ski trail
3. Ball dugout replacement
4. Ball diamond irrigation/shale replacement



1. Replace ageing water/sewer infrastructure
2. Connect Notre Dame Street to development
3. Lagoon compliance for 2030
4. Replace low density service lines

# "PARKING LOT"

## Additional Priorities



- 1 Park development and Town beautification
- 2 Regional cooperation initiative (eg. reviving the Gravelbourg-Lafleche-Regional Alliance)

# NEXT STEPS:

## **MASTER DEVELOPMENT PLAN**

Determine the steps needed to complete complex projects.

## **ACTION PLANS**

Develop detailed plans for each department with staff/committee input

## **STATUS REPORTS**

Evaluate progress on priorities and projects yearly.