



SPECIAL COUNCIL MEETING
to be held on **Wednesday, January 27, 2010 at 4:30 p.m.**
in the **Huntsville Civic Centre, Municipal Council Chambers**

A G E N D A

1. ADOPTION OF AGENDA

2. DISCLOSURE OF CONFLICT OF INTEREST

3. DEPUTATIONS

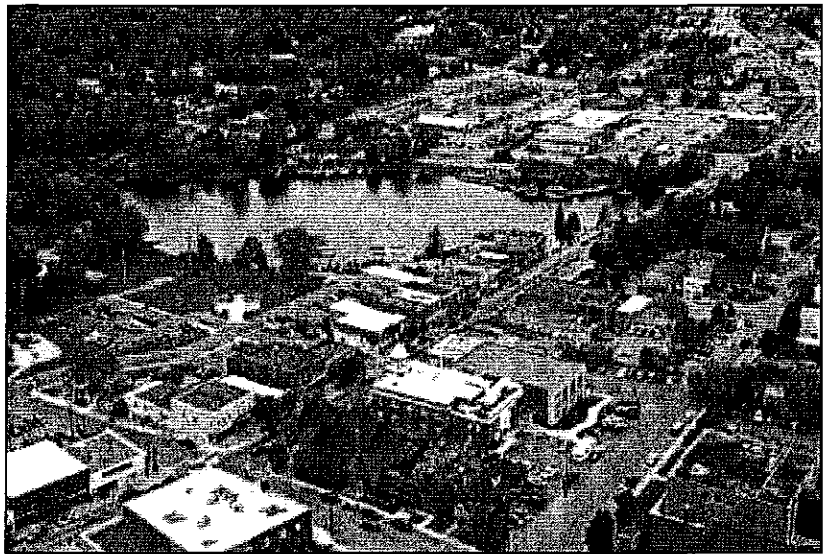
- 1) 7:00 p.m. Susan Hall, Liz Nield Jim Faught & Michele Locke, LURA **1 - 13**
RE: Huntsville Sustainability Community Plan

4. NEW BUSINESS

- 1) **Motion of Council** - RE: Re-Naming of the Huntsville Sustainability Community Plan
- 2) **Motion of Council** - Muskoka Algonquin Healthcare Petition **14**

5. CONFIRMATION BY-LAW

6. ADJOURNMENT



Town of Huntsville Air Photo 2009

Town of Huntsville

Community Collaboration & Outreach Plan
Sustainability Plan

DRAFT

January 25, 2010



Table of Contents

1	Introduction.....	2
1.1	Overview.....	2
1.2	About this Plan.....	2
1.3	The Collaborative Planning Framework	3
2	Guiding Principles and Objectives.....	3
2.1	Guiding Principles	3
2.2	Objectives	4
3	Key Audiences.....	4
3.1	Key Audiences.....	4
3.2	Key Messengers.....	6
4	Communications Strategies	6
4.1	Strategies and Tools.....	6
5	Community Collaboration and Outreach Strategies.....	7
6	Community Collaboration and Outreach Phase	9
7	Documenting Consultation	11
8	Monitoring, Tracking and Evaluating Effectiveness of Engagement Process	12

I Introduction

I.1 Overview

The Town of Huntsville is undertaking an exciting project to establish a Sustainability Plan. This project will lay the foundation for Huntsville's sustainable and vibrant future through a collaborative, extensive and inclusive public engagement process that will identify a community vision, and explicit corporate goals and objectives to guide the Town years into the future. The Town of Huntsville received funding for this project through the Federation of Canadian Municipalities.

I.2 About this Plan

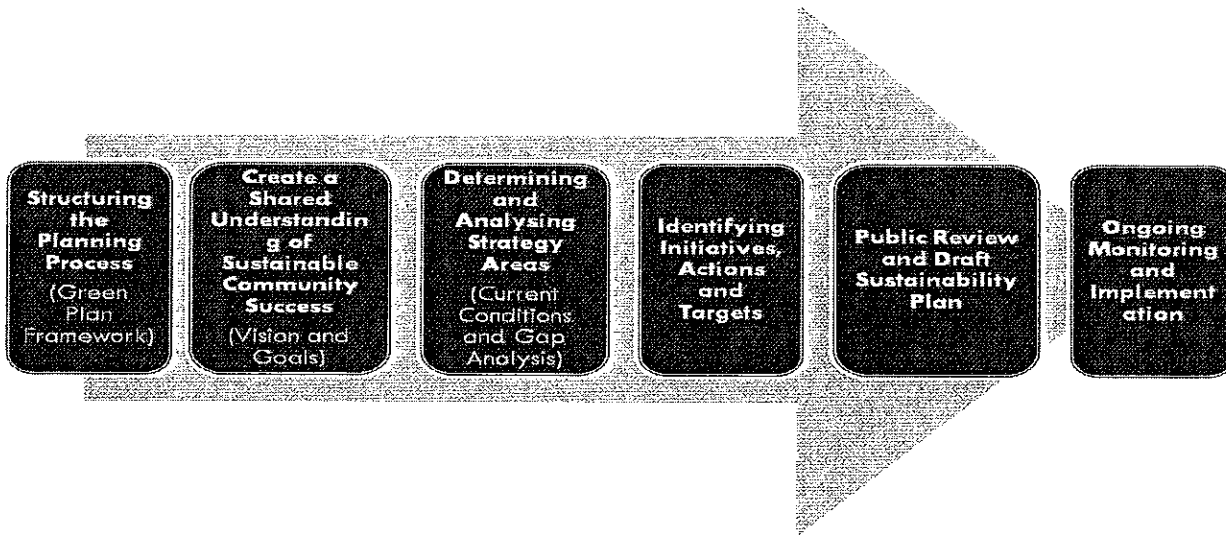
Through a comprehensive Community Collaboration and Outreach Plan, participants will create a community based vision of sustainability and a lasting plan that will provide guidance for the municipality, residents and the business community of Huntsville. By working with diverse sectors of Huntsville, the District of Muskoka and area municipalities, opportunities for change and commitment to action for change will be developed.

This Community Collaboration & Outreach Plan outlines the various engagement and outreach approaches and techniques to be used in the development of the Town's Sustainability Plan.

For any planning process, there are key points along the path when input and feedback from the public, stakeholders groups, youth, seniors, business, industry, community groups and government agencies is required to ensure that the development of the plan is consistent with those who either have responsibility to implement the plan or will be affected by it. Our approach to community engagement and outreach is multi-tiered and informs and engages a working group, council and environmental committee, adjacent municipalities, the District of Muskoka and other government organizations, and the community at large through a range of forums and activities designed to empower, motivate and engage as many stakeholders as possible in the planning process.

The Town's Sustainability Plan will be influenced by discussions with the community, hence this plan is a living document that may change as the project evolves and will be updated to reflect these changes.

1.3 The Collaborative Planning Framework



A phased approach to plan development will bring the community through visioning and action planning. It will also build a framework for prioritizing actions and monitoring results.

The Community Collaboration & Outreach Plan will help develop the work plan to:

- Synthesize community input on a sustainable community vision using interrelated dimensions of sustainability, natural, social/cultural and economic environments, and municipal governance;
- Identify Huntsville's principles of sustainability within these dimensions; Identify issue areas that need to be addressed in order to achieve the vision;
- Identify and recommend actions to move toward the vision; and,
- Develop a framework for implementation and monitoring.

2 Guiding Principles and Objectives

The Community Collaboration & Outreach Plan has been developed to achieve the following Guiding Principles and Objectives.

2.1 Guiding Principles

- ✓ Early and ongoing involvement of stakeholders;
- ✓ Openness, transparency and inclusiveness;
- ✓ Flexibility to adapt the program to meet the needs of the Town, stakeholders, the community at large, youth, seniors and other government organizations; and
- ✓ Traceability of decision making.

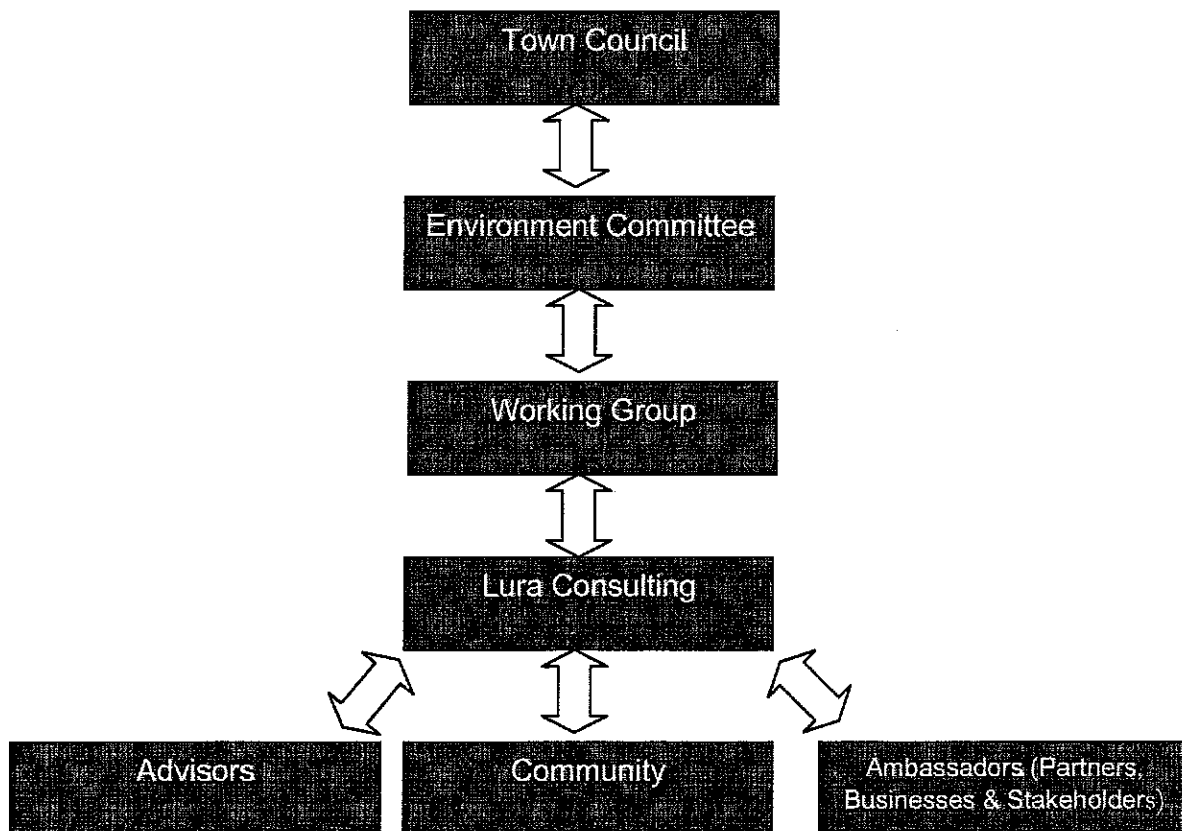
2.2 Objectives

- ✓ Give all residents including youth, seniors, businesses and institutions the opportunity to share their thoughts and dreams about the future of Huntsville;
- ✓ Engage its seasonal residents and tourism visitors.
- ✓ Facilitate constructive conversations with the community and agency stakeholders at key points in the planning process, well before decisions are made;
- ✓ Demonstrate the impact and importance of community and agency input; and,
- ✓ Build on work done by Green Plan Task Force and Ryerson University “A Vision for a Sustainable Huntsville” project.

3 Key Audiences

3.1 Key Audiences

To ensure that the planning and visioning process reaches and engages the greatest portion of the community of the Town of Huntsville, the process is guided by an organizational framework that includes the following key contributors:



Town Council: The Town Council will endorse the Plan chapters and adopt the final Plan at the conclusion of the process. Updates will be provided regularly.

Environment Committee: The Environment Committee will be regularly updated on the plan's progress and provide guidance, input, review and approvals as appropriate.

Working Group: The Working Group will guide the consultants in developing the Plan. The working group's leadership and participation will be fundamental to developing and implementing the plan.

Community Advisors and Ambassadors Group: This group of stakeholders will reflect the broad community, user and landowner interests in and around the Town of Huntsville.

Ambassadors include partners, stakeholder groups, and businesses. They will be asked to make a commitment to the success of the project and work collaboratively with their organizations and members to provide valued input to the plan. Their role is to complement the Working Group's reach in the community and provide hands-on knowledge to the project.

Advisors, such as Muskoka Watershed Council and the Green Plan Task Force will also be engaged. Discussions may occur on a one-to-one basis or as workings sessions where appropriate.

District of Muskoka and Area Municipalities – The District of Muskoka and area municipalities including Port Sydney, Lake of Bays, and Perry Township will be engaged at the outset and in defining opportunities for collaboration.

Community - Community includes permanent, seasonal residents, youth, seniors and tourists. Community collaboration and outreach will continue to foster an environmental ethic within the community and provide an opportunity for community members to contribute to plan at all stages.

The following table provides an overview of the categories of stakeholders in the community organized based on the three core pillars of sustainability – economic, community and environment.

Advisors, Community, and Ambassadors		
Economic	Community	Environment
Industry/Manufacturing/Commercial/Wholesale	Heritage and Culture	Town Council and Staff
Transportation and Warehousing	Social Agencies	Neighbouring Municipalities
Business and Retail Sector (including Chamber of Commerce and Business Improvement Associations)	Youth and Educational Facilities (including schools, home school associations and college/universities)	Arts, Culture, Entertainment and Recreation
Real Estate Agents/Developers	Seniors	Waste Management

Advisors, Community, and Ambassadors		
Economic	Community	Environment
Agriculture	Committee representatives (Economic, Cultural, Heritage, Social, Environment, etc.)	Environmental Groups
Muskoka Futures Development Corporation	Health Sector	Trail associations
Golf Courses/Resorts/Retreats/Tour Operators	Community Groups	Hunting/Fishing Organizations
Recreational Boaters/Marinas	Ratepayer/Cottage Associations	Local, provincial and national parkland
Tourism Boards	Media	Camping and Trailer Parks
G8	First Nations and Métis	Day camps
Federation of Canadian Municipalities/Association of Municipalities of Ontario	Ministry of Natural Resources	Source Water Protection Committee

3.2 Key Messengers

To achieve the widest possible reach and awareness about the Huntsville Sustainability Plan, a number of key messenger groups have been identified to help raise awareness about the plan, its development and opportunities for participation. These include:

- Town Councillors and staff
- Working Group members
- Community ambassadors
- Consulting team members
- Local media

4 Communications Strategies

4.1 Strategies and Tools

In order to effectively communicate and solicit feedback regarding the Town's Sustainability Plan the following strategies and tools will be used:

Branding/Identity

As part of this project, it will be very important to define a brand and identity for people to be able to recognize the importance of getting involved. The consulting team will provide advice and guidance to the Working Group to create a brand and identity that will be used throughout the process, using local talent when possible.

Web-based Blog

The current Blog (linked through www.huntsville.ca) will be used:

- To outline the process and provide regular updates;
- To invite stakeholder involvement and feedback throughout the process;
- To promote upcoming community forums, a contest for youth, a community questionnaire, and other consultation events and opportunities;
- To reflect how feedback from the community and stakeholders is being used; and
- To mark milestones and achievements throughout the process.

Local Media and Media Releases

Local news media will be used to a limited extent for paid advertisement (subject to budget limitations) but to a greater extent as a forum for raising awareness about the Sustainability Plan. During key milestones media events will be held to allow Council, staff and all stakeholders to celebrate success. Media will be used at key points in the planning process, including:

- Project introduction and announcement of Community forums;
- In advance of each Community forum inviting involvement and feedback throughout the process; and.
- Promotion of a Community Celebration on April 22, 2010 to celebrate the Draft Plan's completion.

New Media/Social Networks

The consulting team will define the potential use and best use of new media such as Facebook for garnering support and involvement from youth and the local community. New media will be incorporated into the contest for youth.

5 Community Collaboration and Outreach Strategies

Strategies and Key Activities

The following list provides an overview of the community engagement and consultation activities that will be undertaken as part of this process. The numbers in brackets indicate the number of points of contact for each activity.

Community Questionnaire and Online Survey

A hard copy and online postcard will be made available and distributed to members of the community - the questionnaire/survey will consider questions such as:

- What is your vision for the future of the Town of Huntsville?
- What do you value about your community?
- What changes would you most like to see?
- What actions are you taking that contribute to a sustainable future?

Council and/or Environment Committee (3)

At a few key phases in the process, as required, members of the consulting team will attend Council meetings to have further in-depth discussions about the plan and vision. Most of the information and updates of this process will be presented to Council by the Environment Committee. The three points of contact will be at the early stage of developing vision and goals, at the stage of defining actions, and again at the implementation stage.

Staff Team Sessions (2)

These meetings will focus on strategies to meet objectives and municipal service improvement targets.

Community Forums (3)

Three rounds of public forums will be held as part of the project:

- Community Forum #1 February 3, 2010 – consult with members of the general public on the vision statement, process framework, and assemble current and local knowledge and values as well as goals, issues and priorities of the public.
- Community Forum #2 March 16, 2010 – consult with members of the general public on the elements and framework of the Sustainability Plan.
- Community Forum #3 (April 22, 2010) – celebration of the draft plan completion

Working Group Meetings (8)

A multi-disciplinary working group has been formed. Membership has been drawn from Town Council, staff, and community leaders. This working group will work in an advisory role in the development of a vision, identification of goals, contribution to the Current Situation and SWOT Analysis, identification of strategies and actions, and review of performance indicators and targets. The Working Group meetings (meeting dates are subject to change) schedule is as follows:

- December 8, 2009
- January 7, 2010
- January 21, 2010
- February 4, 2010
- March 4, 2010
- March 18, 2010
- April 1, 2010
- April 15, 2010

Community Places and Spaces Conversations

As part of this process, LURA Consulting has provided a full time consultant to live in Huntsville for the duration of the project. This consultant will have one-on-one conversations with as many stakeholders as possible and will attend community events in order to educate people and provide an opportunity for feedback. The consulting team will work with the Town to define which events would be best to attend, and train volunteers to attend these events and educate people about this initiative. Activities may include coffee shop/kitchen table discussions with community leaders, promotion of participation in Earth Day Canada's Eco-Action Teams, person on the street interviews, highlighting local action projects and participation in community-based events to reach a variety of stakeholders such as seniors, agriculture, tourists and rural residents to gather local insight to goals and actions.

Youth Engagement /Contest for Youth

As part of the consultation process, youth will have the opportunity to contribute their ideas for what they want to see in their community today and in the future through a creative visioning contest. This contest may include an art, journalism, or a photo/video contest of local action through You Tube, Facebook, Animoto or other social media. The objectives of the youth engagement program are to introduce students to the Sustainability Plan, and to educate them about the sustainability process through a variety of activities such as art projects, story-telling, interactive tours and mapping, as well as school visits, to ensure that their ideas are integrated into the plan.

Community Commitment

Commitment as a behavioural change tool has been repeatedly shown to be an effective tool for long term sustainable change. The level of commitment is strengthened by putting the commitment in written form and further solidified if the commitment is published for others to see and follow. The Community Collaboration and Outreach plan includes the following forms of commitment, designed to strengthen and reinforce sustainability in the community.

- Sustainability plan declaration signing (and event) for Town Mayor and Council
- Pillar or theme ambassadors commitment
- Community partners letter of commitment
- Community member pledges
- Businesses display pledge card to commit to participate in process

6 Community Collaboration and Outreach Phase

	January 2010	February 2010	March 2010	April 2010	April 22- May 1, 2010
Phase 1 Structuring the Planning Process					
1.1 Kick off meeting with Project Management Team					
1.2 Project Work Plan Preparation					
1.3 Prepare Community Collaboration and Outreach Plan					
1.4 Outreach Activities					
1.5. Task Force Working Session #1 Draft Visions and Goals					
1.6 District and Area Working Session, Experience and Opportunities					
1.7 Deliverable: Phase 1 Report (January 29, 2010)					

	January 2010	February 2010	March 2010	April 2010	April 22 May 1, 2010
Phase 2 - Creating a Shared Understanding of Sustainable Community Success					
2.1 Council/staff focus groups to develop inventory of Huntsville strategies					
2.2 Outreach Activities					
2.3 Meet Council: Principles, Scope, Budget	January 27, 2010				
2.4 Community Workshop #1 - Vision, Goals and Current Actions		February 3, 2010			
2.5 Deliverable: Phase 2 Report (February 26, 2010)					
Phase 3 - Determining and Analyzing Strategy Areas for Community Success					
3.1 Draft Current Policy and Program Context and Gap Analysis					
3.2 Staff Workshop: Municipal Strategies for Addressing Objectives					
3.3 Outreach Activities					
3.4 Deliverable: Phase 3 Report (March 12, 2010)					
Phase 4 - Identify Initiatives to Move from Current Reality toward Descriptions of Success					
4.1 Four working sessions to develop Strategic Actions (Kitchen Table Discussions)					
4.2 Deliver Youth Engagement Strategy					
4.3 Outreach Activities					
4.4 Community Workshop #2			March 16, 2010		
4.5 Feasibility Study to Identify Key Infrastructure Opportunities and Steps to Implement Actions					
4.6 Develop Municipal Service Improvement					

	January 2010	February 2010	March 2010	April 2010	April 22 May 1, 2010
Targets					
4.7 Council Presentation					
4.8 Draft Plan Preparation					
4.9 Community Celebration on Earth Day, April 22, 2010					
4.10 Deliverable: Phase 4 Report					
Phase 5: Public Review and Consideration of Draft Sustainability Plan					
5.1 Circulation of Draft Plan					
5.2 District and Area Municipalities Working Session					
5.3 Final Plan Preparation					
5.4 Deliverable: Phase 5 Report to FCM					
5.5 Ongoing Monitoring and Implementation					Note: post May 1 st
5.6 Develop Implementation Plan					
5.7 Project Completion Report					

7 Documenting Consultation

The Community Collaboration & Outreach process will be fully documented with reports to the Working Group.

To support the principles of transparency and traceability, Lura Consulting will develop documents summarizing key issues raised throughout the project at various public events and stakeholder meetings. The following is a list of all documents that will be used to track and report on the progress of the Plan's development. They include:

- ✓ Final Community Collaboration & Outreach Plan
- ✓ Notice or advertisement in advance of each Town Hall Meeting and other key community consultation points
- ✓ Summary reports from Community Forums posted on website once approved
- ✓ Published summarizing progress at key intervals
- ✓ Outcome of the Contest for Youth to be posted online
- ✓ Community Consultation Summary Report
- ✓ Final Sustainability Plan posted on website

8 Monitoring, Tracking and Evaluating Effectiveness of Engagement Process

Authentic community involved in the development of the Sustainability Plan is critical to the successful implementation of the Strategy. The effectiveness of the community engagement process will be tested repeatedly throughout the planning process by using a number of indicators. These include:

- ✓ Attendance at public events: actual numbers beyond “committee” members
- ✓ Membership in Committee: nature of discussions, involvement in issues
- ✓ “Person to person” on the street, community events, kitchen table discussions, and by phone and email
- ✓ Level of website visitation
- ✓ Media coverage – print, online
- ✓ Discussions with Committee members
- ✓ Provide updates for FCM reporting at the end of each phase

Petition

TO The Legislative Assembly of Ontario:-

WHEREAS the Muskoka Algonquin Healthcare have undertaken an operational audit to identify efficiencies and reduce costs;

AND WHEREAS we recognize that the status quo is not an option;

AND WHEREAS rehab services are of paramount concern to the residents of the region where income levels exclude them from accessing other alternatives;

AND WHEREAS the deficit recovery plan will not balance the budget.

WE the undersigned petition the Legislative Assembly of Ontario as follows:-

That the Minister of Health provide additional operational funding of 5 percent amounting to \$3.4 million to ensure the continuation of services as described in the Deficit Reduction Plan submitted to the North Simcoe Muskoka LHIN on dated January 29, 2010.

(Print) Name:	Address:
Email Address:	Town:
Signature:	Postal Code
(Print) Name:	Address:
Email Address:	Town:
Signature:	Postal Code
(Print) Name:	Address:
Email Address:	Town:
Signature:	Postal Code
(Print) Name:	Address:
Email Address:	Town:
Signature:	Postal Code
(Print) Name:	Address:
Email Address:	Town:
Signature:	Postal Code
(Print) Name:	Address:
Email Address:	Town:
Signature:	Postal Code

Please return original signed petitions to: Norm Miller, MPP, Parry Sound – Muskoka,
165 Manitoba Street, Unit 1, Bracebridge, Ontario, P1L 1S3

