

# MEMORANDUM

**To:** Mayor Kogon and Members of Council  
**From:** Andrew Fisher, Manager, Planning & Strategic Initiatives  
**Date:** January 18, 2019  
**Subject:** 2018 Strategic Priorities Check-in

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Attached is the 2018 Strategic Priorities Chart approved by Council for the period of October to December. Similar to previous 'check-in' charts, tasks that have been completed are highlighted in yellow and crossed out. Those tasks that were not completed in the anticipated timeframe are shown in red text, with a new target date shown in parenthesis. For the most part, tasks have been completed or are scheduled to be completed in the coming months.

Marketing, Poverty Reduction, and Aging Population / Seniors Needs are three of the more challenging and complex priorities. Included in this package is supporting information that outlines the ways in which staff are addressing these priorities.

With regard to Marketing, the work program outlined a process to develop a Marketing Plan. While extensive work was done to complete an inventory of the Town's marketing materials that would lay the groundwork for a new strategy, the attached memo outlines the numerous ways in which the Town markets itself both within and outside the community. It could be argued that the resources required to develop a new marketing plan might be better put towards focusing on the existing marketing initiatives that have shown success.

Regarding Poverty Reduction, Council will be asked to consider the membership composition of a Poverty Advisory Circle that will assist Council in determining ways to address this priority.

The attached memo for Aging Population / Seniors Needs indicates the challenges of working with volunteers, and the need to find alternative solutions. However, the memo also outlines the many initiatives that are intended to improve outcomes for the senior population while seeking ways to identify where more support is needed.