



# City of Barrie

70 Collier Street (Box 400)  
Barrie, ON L4M 4T5

## Minutes - Final General Committee

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Saturday, December 13, 2014

9:00 AM

Victoria Village Meeting Room A and B

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### GENERAL COMMITTEE REPORT

For consideration by the Council of the City of Barrie on December 15, 2014

The meeting was called to order by Mayor Lehman at 9:04 a.m. The following were in attendance for the meeting:

**Present:** 11 - Mayor, J. Lehman; Councillor, B. Ainsworth; Councillor, R. Romita; Councillor, D. Shipley; Councillor, B. Ward; Councillor, P. Silveira; Councillor, M. Prowse; Councillor, J. Brassard; Councillor, A. Khan; Councillor, S. Morales; and Councillor, M. McCann

**STAFF:**

A.M.C.T.O. Intern, M. Limani  
Chief Administrative Officer, C. Ladd  
City Clerk/Director of Legislative and Court Services, D. McAlpine  
Deputy City Clerk, W. Cooke  
Executive Director of Access Barrie, R. James-Reid  
Executive Director of Innovate Barrie, R. Bunn  
Executive Director of Invest Barrie, Z. Lifshiz  
General Manager of Community and Corporate Services, P. Elliott-Spencer  
General Manager of Infrastructure and Growth Management, R. Forward.

ALSO PRESENT: M. Rowland, President, change focus.

**The General Committee met and reports as follows:****DEVELOPMENT OF STRATEGIC PRIORITIES FOR THE 2014-2018 CITY COUNCIL TERM OF OFFICE**

Mayor J. Lehman provided opening remarks related to the first strategic planning session for the 2014 to 2018 City Council term of office and introduced the session's Facilitator, Michael Rowland of change focus. He spoke about the importance of strategic planning and the establishment of strategic priorities for the term of office. Mayor Lehman commented on the past City Council's strategic priorities and his thoughts related to establishing strategic priorities for this term.

Michael Rowland, President of change focus provided a presentation outlining the objectives for the session, an overview of the agenda and the participation guidelines for the session.

Carla Ladd, Chief Administrative Officer provided a presentation regarding the 2010 to 2014 City of Barrie Strategic Priorities. She reviewed the progress that had been achieved in the previous term with respect to each of the five strategic priorities. Ms. Ladd discussed the organization's readiness to address the strategic priorities of the new term of Council. She provided highlights associated with the Corporate Technology Strategy, Enterprise Resource Planning and the Staff Strategic Plan.

Mr. Rowland asked the members of City Council to describe what they each felt would make the plan successful. He discussed the attributes of effective strategic plans and the goal of setting clear priorities for the next four years. Mr. Rowland summarized the results of the pre-consultation undertaken with individual members of Council with respect to the about the top three strategic priorities for the term. He sought additional comments from members of City Council with respect to the responses received as part of the pre-consultation.

Mr. Rowland asked the members to consider the impact, opportunity and capacity to implement each of the initial priorities and then asked the members to select their top three priority goals based on the criteria discussed. Further to the information collected in Mr. Rowland's individual pre-consultation discussions, the following three draft goals emerged as Council's suggested priorities for 2014 to 2018 term:

- Supporting economic and job growth
- Improving our transportation infrastructure and system; and
- Making best use of public funds

**General Committee recessed at 10:42 a.m. and resumed at 11:01 a.m.**

The members of City Council and the staff present were divided into smaller groups to discuss the initial top three priorities. The smaller groups were asked identify a maximum of four strategic directions or initiatives within each of the assigned goals.

General Committee resumed as the larger group and discussed the results produced by the smaller groups. It was determined that a fourth strategic priority was required. The members of City Council and the staff present were re-divided into groups to discuss the proposed fourth goal for the term.

General Committee resumed as the larger group to discuss the results produced by the smaller groups. The Committee determined that it had identified the following four priorities for the 2014 to 2018 term of office:

Demonstrate value for tax dollars

- Drive value through innovation
- Demonstrate leadership in investing and managing resources
- Ensure long term financial stability and balanced allocation of costs
- Improve the community's understanding of how tax dollars are used

Making it easier to get around

- Renew and modernize our roads
- Complete linkages and improve capacity
- Advocate for Highway 400 interchanges and GO Transit improvements
- Give people more options/choices (transit, active transportation, multi-modal)
- Improving road and pedestrian safety

Build a strong, open and diversified Barrie economy

- Drive Barrie to be a robust entrepreneurial centre
- Be open for business
- Grow and attract talent for a dynamic economy
- Promote our strengths and put Barrie on the map

Promote a dynamic and inclusive community

- Build and enhance great public spaces
- Encourage events, facilities and programs that connect the community
- Helping to make Barrie's housing more affordable by providing a wide range of housing options
- Support age friendly communities

Mr. Rowland sought input regarding the next steps to allow for successful implementation of the priorities and initiatives. General Committee discussed the next steps and directed staff to take the concepts and fully develop the wording to reflect the intent of the strategic planning discussions as well as specific initiatives and actions, for presentation to General Committee in February prior to consideration of the 2015 Business Plan.

Members of City Council and the staff present were requested to and provided feedback concerning the session. (File: C08)

Attachments: [141213Council 2015-2018.pdf](#)

**This matter was recommended to City Council for consideration of receipt at its meeting to be held on 15/12/2014.**

The meeting adjourned at 2:36 p.m.

**CHAIRMAN**