



Township of Malahide

Cultivating Malahide
“Planting the Seeds Together for Our Future”

Strategic Plan

April 2015

Acknowledgements

Cultivating Malahide: Strategic Plan is a document that will enable the Township of Malahide to strengthen its future outlook by making decisions today. The Council of the Township of Malahide, through a visioning process, established a number of long term goals that will enhance the sustainability, vibrancy and economic success of the Township and its' residents.

Township of Malahide Council

Mayor Dave Mennill

Deputy Mayor Mike Wolfe

Councillor Mark Widner, Ward 1

Councillor Max Moore, Ward 2

Councillor Rick Cerna, Ward 3

Councillor Mark Wales, Ward 4

Councillor Chester Glinski, Ward 5

Mission Statement

The Township of Malahide is responsible for the care and maintenance of the municipality's assets and provides a variety of services, within a legislative framework, to the residents of the Township with integrity, transparency, accountability and fiscal responsibilities.

Vision Statement

We see a strong, diverse, safe and sustainable community focussed on maintaining and improving our infrastructure to meet the demands of a growing community while incorporating fiscal responsibility into our operations and services.

1.1

Prioritization of Goals

The Council identified a number of goals to be included in the Strategic Plan. Each councillor was asked to select what they felt were the top three priority issues to be addressed in the strategic plan. Below are the results of this voting with the top priority goal/outcome noted first:

1. Maintain and improve roads and infrastructure (7)
2. Reduce the East Elgin Community Complex deficit (5)
3. Encourage business and residential growth, helping to maintain workforce (4)
4. Resolve Port Bruce issues (2)
5. Improve villages (2)
6. Continue and explore increasing shared services (1)
7. Increase use of township facilities
8. Encourage young farmers

Further discussion by the Council developed a number of objectives or action steps to be undertaken to achieve the goals, as well as timing for the various steps to be commenced. These goals and actions steps are detailed in the charts following.

1.2

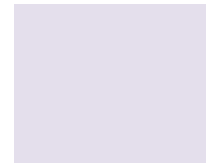
Roads and Infrastructure

Action Plan

Term of Council to Initiate

Current Term	Next Term
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ROADS 1 Continue gravel conversion program
 a. provide budgetary funds to enable program
 b. access grants where appropriate
 c. meet gas tax eligibility criteria to maintain funding
 d. maintain Asset Management Plan to assist with prioritization



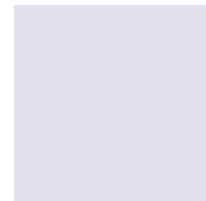
ROADS 2 Continue edging program
 a. provide budgetary funds to enable program
 b. maintain Asset Management Plan to assist with prioritization



ROADS 3 Maintain existing hard surface roads
 a. provide budgetary funds to enable program
 b. maintain Asset Management Plan to assist with prioritization



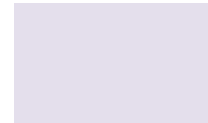
ROADS 4 Make best use of government funding programs
 a. maintain Asset Management Plan to assist with prioritization and meet eligibility requirements
 b. research grant opportunities regularly
 c. do preparatory work on a number of different projects to be "shovel-ready"



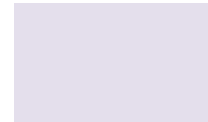
Action Plan

Term of Council to Initiate
Current Term Next Term

ROADS 5 Maintain buildings and support equipment, replacement schedule
 a. provide budgetary funds to enable program
 b. develop and prepare long term financing plans
 c. maintain Asset Management Plan to assist with prioritization



ROADS 6 Salt shed replacement
 a. provide budgetary funds to enable purchase and construction
 b. determine location and acquire land where needed
 c. maintain Asset Management Plan to assist with prioritization



1.3

Reduce East Elgin Community Complex Deficit

Action Plan

Term of Council to Initiate
 Current Term Next Term

EECC 1 Explore option for long term tenant at complex

EECC 2 Decrease utility costs

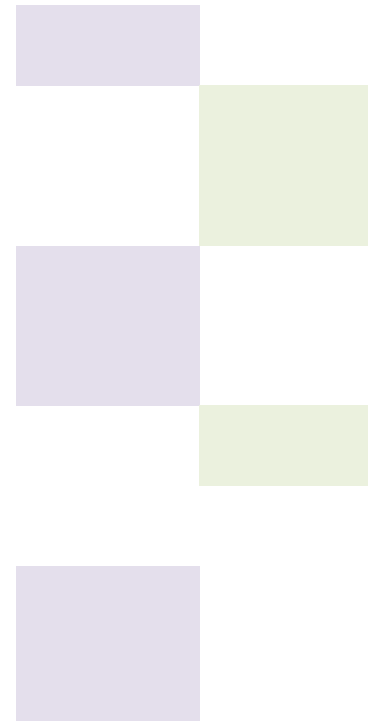
1.4

Encourage Commercial and Residential Growth

Action Plan

Term of Council to Initiate Current Term Next Term

- GROWTH 1 Industrial park – need land, potential tenants
- a. ensure employment lands are appropriately identified within Official Plan
 - b. ensure adequate servicing (water and sewer) is available to employment lands
 - c. develop and implement promotional plan
 - d. provide budgetary funds to enable servicing needs, promotion, other
 - e. identify and develop partnerships with funding bodies, developers, County, other
 - f. communication plan to public to generate acceptance and support
- GROWTH 2 Fast track zoning requirements
- a. develop and distribute a communication plan to developers of process requirements
 - b. develop an internal workflow to assist in tracking and processing various planning applications



Action Plan

Term of Council to Initiate
Current Term Next Term

GROWTH 3	<p>Hamlet boundaries – not many building lots left, seek expansion with next official plan</p> <ul style="list-style-type: none"> a. determine priority growth areas b. initiate required background studies c. incorporate into Official Plan 	
GROWTH 4	<p>Promote our location – Market Malahide</p> <ul style="list-style-type: none"> a. provide budgetary funds to enable purchase of marketing materials and initiatives b. partner with the County of Elgin for promotional initiatives c. partner with Buy Local initiative 	
GROWTH 5	<p>Be flexible and innovative in supporting small business ideas</p> <ul style="list-style-type: none"> a. link to county economic development website for commercial and industrial lands that are available b. partner with Elgin Business Resource Centre and other similar support groups c. review Official Plan policies and amend as appropriate to encourage and support small and home-based businesses 	 

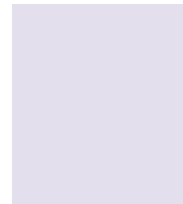
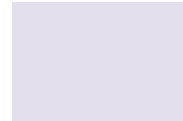
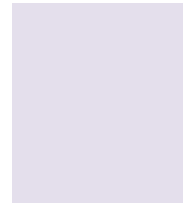
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Port Bruce Improvements

Action Plan

Term of Council to Initiate Current Term Next Term

- PT BRUCE 1 Pavilion improvement
 a. provide budgetary funds to enable completion of the Port Bruce Improvement Initiative
 b. partner with local ratepayer and user groups for funding and maintenance projects
 c. expansion to park and entrance/gateway improvements
- PT BRUCE 2 Beach ownership, management
 a. pursue opportunities to enhance the Port Bruce Provincial Park
 b. expand partnership with local ratepayer and/or user groups to enhance park
- PT BRUCE 3 Pier maintenance/improvements
 a. provide budgetary funds to enable rehabilitation and replacement
 b. engage an appropriate consultant to examine and evaluate the condition and life expectancy of the pier

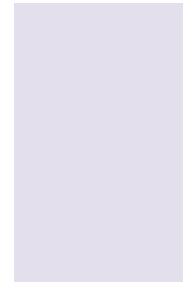


Action Plan

Term of Council to Initiate
Current Term Next Term

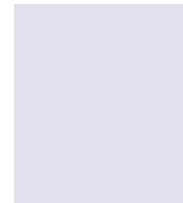
PT BRUCE 4 Make it unique – community plan, i.e. port dover, bike tours, classic car tours, promote location through website, etc.

- a. partner with the County of Elgin for promotional purposes
- b. link to county economic development website for tourism events and opportunities
- c. partner with local ratepayer and user groups to host or partner in events along Lake Erie's North Shore
- d. expand the Township website to include tourism and event activities



PT BRUCE 5 Improve local infrastructure

- a. provide budgetary funds to enable rehabilitation and replacement of hard surfaced roads
- c. maintain Asset Management Plan to assist with prioritization
- d. improvements to water distribution system (Dexter Line)

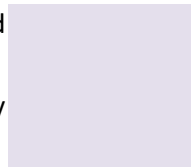


1.6

Improve Villages – Springfield and Other Hamlets

Action Plan	Term of Council to Initiate	
	Current Term	Next Term
VILLAGE 1 Clean up old, abandoned properties – weeds, garbage, property standards a. provide budgetary resources to enforce property standards b. encourage residents to improve their properties visually		
VILLAGE 2 Entrance signage – welcoming, apparent where you are a. consistent signage, common theme within the Township from village to village b. provide budgetary funds to purchase and install signs		
VILLAGE 3 Promote family atmosphere, parks, etc. – playground equipment a. provide budgetary funds to purchase/replace playground equipment, improve parks b. increase service levels for park areas to attract more users		
VILLAGE 4 Improve pedestrian traffic – improve sidewalks a. provide budgetary funds to construct sidewalks as per the sidewalk master plan		

Action Plan	Term of Council to Initiate	
	Current Term	Next Term
VILLAGE 5 Encourage more businesses a. see GROWTH		
VILLAGE 6 Beautification by community – community improvement plan, county initiative a. partner with local ratepayer and user groups for funding and maintenance initiatives b. complete Community Improvement Plans in conjunction with County of Elgin		



1.7

Focus on Local Economic Development

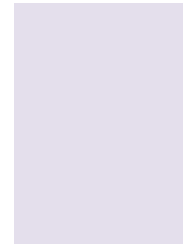
Action Plan		Term of Council to Initiate	
		Current Term	Next Term
EC DEV 1	Different events at community and recreation facilities (i.e. farmers market) a. provide budgetary resources to host and promote events		
EC DEV 2	Promote availability of various community and recreational facilities a. provide budgetary resources to promote b. partner with local ratepayer groups		
EC DEV 3	Continue to maintain and improve community and recreation facilities to keep them attractive a. provide budgetary resources b. partner with local ratepayer groups		
EC DEV 4	Encourage and Support Youth a. seek opportunities to encourage and support youth and young farmers b. explore appropriate partnerships with local stakeholders c. explore youth retention strategies		

Action Plan

Term of Council to Initiate
Current Term Next Term

EC DEV 5 Encourage small businesses
 a. Explore programs and financial incentives permissible through the Municipal Act to incubate and create small business opportunities

 b. Explore and implement strategies geared to attracting skilled workers (e.g. economic immigrants, skilled trades and other professionals, etc.) to Malahide



EC DEV 5 County-wide CIP
 a. participate in and support County initiatives



