

Strategic Plan Meeting

January 19, 2019

Presenter - Vicki Lass – OMAFRA

Attendees: Jeff Roy, Cheryl Hesselwood, Jessica Carnochan, Sandy Garnet, Dawn Bonneau, Jeffery Scholl

Regrets: Dave Corrie, Mike Belford, Sarah Garrity, David Jewitt

**Topics we touched on:**

* Digital Mainstreet Program- introduce to small Businesses and encourage them to investigate this option for themselves.
* Work with Small business enterprise area to bring the Service Squad to Huron/Perth BIAs
* Tourism social media opportunity is being lost check out: BlogTO is something to follow and build for Huron County - Jeffrey Scholl
	+ Use Trip Advisor instead of building a new page, hard to find....

Jeff Roy - Prosperity for Clinton...

 Downtown Revitalized... Will Council spend money this year to update downtown?

 Business Attraction Kit? – do we have one for Central Huron?

Questions for Council

* Who does Economic Development for Central Huron?
* What is the Job Description of the Community Improvement Coordinator

Ideas from Vicki to help us

OMAFRA: offers a Community Economic Development 101 course – we could host this and have Council attend!!!!

* Ask Council for a “Steering Meeting” to invite council members to CED201
* Need for appropriate partnerships... Council, County of Huron
* OMAFRA hosts a Community of Practice...see what similar communities are doing (physical or teleconference)
* Watch for Infrastructure funding from the Province!!!
* Approach owners about sad buildings...
* Partner with cost sharing businesses for Flags

Strategic Plans are living documents: 3 (-5)years...annual check up with Vicki (in person if possible)

* Report to Council on what we are doing in regards to our Strategic Plan
* Easier to recruit volunteers when we have a clear plan in place
* Very important to know what we are responsible for and NOT responsible for as a BIA

DEVELOP GOALS

The desired end results & outcomes that is consistent with our mission and vision.

Three pillars of our Strategic Plan:

Marketing Goals & Objective - what is important – new residents...students...

1. Create one “uptown” business-driving event per season....currently we have our Harvest Fest in fall and Ladies Day Out in November....something for the Spring???
2. Increase our Social Media awareness on ALL platforms by creating a Social communication committee
* Target Audience
* Develop Marketing of Social Strategy
* Video of major Assets (Red funding, or use County resources)
* Invite students, new residents, new business to sit on this board
* Access Digital Mainstreet Resources
* Get REACH on board, using the instructor first, then students – University of Guelph has tons of photos in brochures*, ask permission to use students insights on our social media*
* Community BBQ – students, community groups
1. Improve Website - Go Mobile
2. \*\*Win This Space\*\*
3. Ambassador Program

**Beautification** –

1. Have a meeting to review Council’s plan, our plan, what needs to be done and when it will happen
* Get familiar with the CIP plan and have a meeting to discuss early – at least 6 months in advance...
* Downtown infrastructure plan...what can we do for the short term to lead us to a permanent upgrade by year 3
* Check with County on new Wayfinding signage (planning and Ec Dev.)
* CIP Facade Improvement grant?
* Best Practices (research who has done things well...Hanover – Grey County - Savannah)
* Decide on a theme and follow it throughout the planning

**Organizational Capacity** – *Be careful not to go over capacity and lose momentum* Municipality - build relationship

* Increase volunteer base – create sub committees (\*\*\*use associate members for this)
* Define CIC – role clarity in communication
* CED 101 201 – Vicki Lass
* Reports to council by BIA member
* Steering committee back
* EC Dev. Officer needed
* Business attraction strategy
* Filing of records, studies and plans where we can access it quickly (Cloud)
* Use County Supports to build (Social,
* Strategic Partnerships
* Groups we need to reach out to...New Residents, REACH Girls, Barrel Racing, Racetrack – Horse, Walton, Raceway, \*\*Windmill Park, \*\*Breweries/Wineries, Blyth Festival,\*\* Trails-Hullet, G2G, Beach, \*\*Hunting, Fishing, Drivers Licencing Office (Province wide) \*\*market about these assets - others are groups of people coming to these events

Ask Council for time to share 3 pillars of plan, and consult with Dave Jewitt about presentation so he is aware and may be able to guide our ask...to completion.

Set stage to encourage the kind of development we need in downtown...Horse based...?

**Vision** *A tight vision with a few set goals*

 *Current*: “We provide support services to our business community. The areas we lead in are beautification and cleanliness of our town, marketing downtown, listening and brainstorming with entrepreneurs. New member are always welcome.”

 Take out “new member...” “cleanliness”

 Fine tune: Support Services – Conduit for info

 Beautification – flower baskets, doors, banners, seasonal decor

 Marketing downtown – Stratford campus U of W Digital Student projects

 Harvest Festival (capacity), Ladies Day, Tiny tots Parade,

Online – FB, webpage, Pulse, social media presence

Support Member marketing?

PULSE needs to have a subject line so people know to open it!!!!

Change our thinking...UPTOWN (fresh, busy, vibrant, visual)

 Collaboration – share what is around Clinton

1. Displays
2. Council/BIA working together
3. Sidewalks clear, windows cleaned,

 Telling Our story – Market outside area, create consistent experience

\*\*\*A vision statement Provides Direction to the group... It should provide a clear and compelling picture of the Future if the group is successful in implementing their plan.

***Possible Draft***: The Clinton BIA is a Dynamic Collaborative Business District which is a quality destination of Choice.

**Mission Statement**: An effective mission statement is Clear, Concise and easy to understand. It is realistic and describes the uniqueness of the group

*Current:* “To see the downtown of Clinton prosper and shine with fresh vision and community working together.

 Our desire is to continue to champion a healthy and vibrant downtown, implementing new strategies at every turn.

 We continue to work towards the downtown core becoming a more popular tourist destination, boasting great restaurants, business friendly services, and the best of shopping experiences, attracting residents and businesses alike.”

**POSSIBLE: 1.** The Clinton BIA, through marketing, beautification and strategic partnerships that champion a healthy and vibrant uptown

 (Does it work? Does it connect to our vision?)

 Jeff Roy -2. To recreate the Central Huron Experience through marketing, branding, collaboration and beautification in order to attract residents, visitors and business owners

S.W.O.T.

Strengths

* Geographical Location (Corners of 4 & 8)
* Quality Volunteers – wanting to invest in Clinton
* 5 Schools – REACH-College Courses
* More Affordable than surrounding areas

Weakness

* Busy Volunteers
* “Old Blood”
* Disjointed areas, not one long main street – spread out along 4 and 8...REACH, Community Center
* Lack of Communication
* Social Media
* Socio Economic

Opportunities

* New OPP Station
* 2 new subdivisions
* Starting from the ground up – to rebuild/revitalize
* Upcoming funding/grant

Threats

* People Retiring/Leaving Community
* Deteriorating Main Street
* Business owners don’t live here so what will keep them here?
* Landlords – some being “slum” landlords

PESTO – Political

* Access to funding
* Municipal Collaboration
* County is revamping resources – Economic Development – defined Roles

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* Build on Existing
* Sharing Economy
* Possible Recession
* Succession Planning
* Digital Business Community
* All volunteers – no paid staff resources

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* Changing perceptions – “Uptown vs. Downtown”
* Millenials disengaged locally – want “Experiences”, not support causes
* Volunteer burnout
* Social shopping – “Bad” reviews go viral

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* Cultural
* Social Costs
* Wifi – getting demographics underutilized – Patterns, Beacons, Push ads
* Big Data
* Platforms on live presence
* Shifts in shopping

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* Experiences
* Health
* Electronics
* Access to info