



# Staff Report to Council - for Information

**Title:** Bruce County's Strategic Vision - Council Chamber Sign

**From:** Aaron Stauch, Director Government Relations

**Date:** June 20, 2024

---

## Report Purpose:

This report is for information.

## Report Summary:

Bruce County Council adopted the 2023-2026 Strategic Plan, forming a cross-functional team to enhance execution and update key documents, including Council Chambers signage, to reflect the new vision: "A welcoming, innovative, and thriving community, committed to the well-being of current and future generations." Today, we unveil this vision statement sign, symbolizing our shared commitment and direction.

## Background:

On June 15, 2023, Bruce County Council adopted the Bruce County 2023-2026 Strategic Plan. To support its implementation, a diverse cross-functional team from all County departments was formed. This team was tasked with enhancing the organization's capability to execute the strategic plan and achieve business transformation through streamlined processes and tools.

One of the key deliverables for the cross-functional team was to review and update various documents as necessary to reflect the organization's new strategic plan and support its effective execution. This included updating the signage in the Council Chambers.

The vision statement sets the long-term desired outcome for the community. It provides a sense of purpose and direction, inspiring both the municipality and the community to work together towards a common goal.

## Our Vision:

"A welcoming, innovative, and thriving community, committed to the well-being of current and future generations."



A vision statement articulates an organization's long-term aspirations, serving to inspire and motivate the organization. It provides clear direction and focus, guiding strategic decision-making and aligning efforts towards common goals. Additionally, it communicates the organization's ambitions to external audiences,

building awareness of our goals and what we strive to accomplish.

Today, we are proud to unveil our new vision statement sign. This sign symbolizes our commitment to these aspirations and serves as a constant reminder of the path we are collectively working towards.

Let this vision inspire us all as we continue to strive towards making Bruce County a welcoming, innovative, and thriving community.

#### **Financial/Staffing/Legal/IT Considerations:**

Funding has been allocated in the 2024 approved budget to support the development and implementation of our strategic plan (2023-2026).

There is no staffing, legal or IT considerations associated with this report.

#### **Interdepartmental Consultation:**

Interdepartmental consultations with the Senior Management Team have occurred, supported by the work of the cross-functional team, including; Amy Rogers, Planning and Development, Christa Ferrier, Library Services, Christina Tennyson, Community Development Office, Christine MacDonald, Office of the CAO, Fallon Weber, Corporate Services, Georges Theodule, Paramedic Services, Heidi Harris, Human Services, Jolisa Hamilton, Human Resources, Katie Cuillerier, Gateway Haven, Leyla Top, Bruce County Museum & Cultural Centre, Matt Meade, Government Relations, Ryan Whitmore, Information Technology Services, Steve Lang, Transportation & Environmental Services, Wendy Woods, Human Services.

#### **Link to Strategic Goals and Objectives:**

1. Build a strong and inclusive community.
2. Enhance and grow partnerships.
3. Strengthen County's use of technology and innovative initiatives.
4. Promote responsible growth.
5. Ensure a positive, inclusive, and accountable work culture.

6. Be an employer of choice.
7. Build capacity to adapt to and mitigate the impacts of climate change.

**Report Author:**

Matt Meade, Manager, Government Relations

**Departmental Approval:**

Aaron Stauch, Director, Government Relations

**Approved for Submission:**

Sean Morphy, Deputy Chief Administrative Officer