

THE CORPORATION OF THE MUNICIPALITY OF HURON SHORES (11-13)

Wednesday, May 4, 2011

The special meeting of the Council of the Corporation of the Municipality of Huron Shores was held on Wednesday, May 4, 2011, and called to order by Mayor Gil Reeves at 7:00 p.m.

PRESENT WERE: Mayor Gil Reeves, Councillors Jane Armstrong, Georges Bilodeau, Ted Linley, Kent Weber and Dale Wedgwood.

REGRETS: Councillors Gord Campbell, Eloise Eldner and John Fullerton.

ALSO PRESENT: Clerk/Administrator Deborah Tonelli; Administrative Assistant Carla Slomke

AGENDA REVIEW

Nothing added.

DECLARATION OF PECUNIARY INTEREST

None.

SWOT Session – Strengths, Weaknesses, Opportunities & Threats Session

Mayor Reeves advised that this special meeting was being held for consideration of the strengths, weaknesses, opportunities and threats from a Huron Shores perspective. He provided context with regard to a previous SWOT session on December 2, 2004. Copies of that report were previously provided to Councillors. He recommended that Council not conduct a review of the 2004 document, but conduct a new SWOT session. Council concurred. Mayor Reeves provided a visual reference in explaining the purpose of brainstorming and that the following rules applied: need for quantity of ideas, not quality; there are no bad ideas; and ideas can be added to another idea (hitchhiking ideas).

The following ideas were generated and are not necessarily in order of priority although some items were moved higher on the list when reviewed at the end of the evening:

Strengths:

1. Hwy 17 – major travel corridor traversing lengthwise across Municipality, “Main Street Canada”
2. Quality of staff
3. Council – progressive, motivated
4. Official Plan – Imminent and will spawn zoning document
5. Population – Larger percentage retired persons with disposable income
6. Undeveloped land – Agricultural land
7. Excellent Fire Department
8. Web site
9. Integrated computer system
10. Lakes - 13 lakes within municipal boundary & Lake Huron, navigable waterways (rivers, streams etc.)
11. Sense of Community
12. Participatory and Vital volunteer population
13. Churches – attractor
14. Partnerships with other communities, groups, organizations: Strategic Plan (MNDMF and 5 municipalities), SSM Innovation Centre, RAIN, READ

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15. Infrastructure: Natural Gas, Rail, Hwys 17, 129 & 546, Hydro (PIL), 450 km lane km of Municipal Roads, high speed internet broadband
16. East-West Tie Line – high voltage access, attractor for industry
17. Industrial Park
18. Hunting/Fishing Hub
19. Voyageur Trail System (also part of TransCanada Trail), Snowmobile Trail
20. Ambulance service
21. Access to medical services (i.e. Thessalon Hospital)
22. Affordable housing
23. Aggregate resources
24. Current rolling stock
25. Sound fiscal position
26. Environment: clean air, quiet, water quality
27. Amish land reclamation
28. Boat launches (5)
29. Parks
30. Museums
31. Forestry employment

Weaknesses:

1. Lack of focus
2. Need Zoning – focused on economic development opportunities
3. Declining population
4. Lack of identity & Brand
5. Vague identity for Municipality of Huron Shores
6. Identify Volunteers & Community Groups
7. Limited broadband in rural areas
8. Legislative barriers from other tiers of government
9. Lack of piped services (water, sewer)
10. Shuttle service to neighbouring communities for medical appointments
11. Lack of passenger rail service
12. Municipal facilities – buildings and office require attention

Opportunities:

1. Define Mission and Vision Statement from an economic development perspective
2. Brochures to promote Huron Shores (5,000) - attractions, events, services, business directory
3. Council focus on specific projects
4. Recognize Volunteers and Community Groups
5. Invest in the preservation of clean water
6. Industrial Park development – seek tenants
7. North Lake Huron Bike Trail – proposed, long-term addition
8. Identify and promote Commercial Services i.e. Propane (full service), licenses,
9. Municipal development of lake lots to sell. Therefore comply with OP
10. Partner for Huron Heritage Coast for development
11. SSM Innovation Centre – RAIN – grain processor (cleans, dries, stores and market cash crops)
12. ADSAB – Partner to establish low rental housing in community
13. Develop Boat Launches
14. Promote museums: IB Museum, Heritage Museum, Round Barn
15. Create Huron Shores Identity via Civic Addressing
16. Algoma Stock yards – explore related services
17. Community Pasture – RAIN currently utilizing for study – support financially

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18. READ Committee – support financially
19. Pursue MNDMF Economic Development Regional Strategic Plan when presented
20. Pursue BR & E and EAGIS Regional partnerships
21. Act as Lead for the above-noted regional partnership plans/programs
22. Ensure the Thessalon and Matthews Hospitals thrive under the new administrative structure through BRDHC, as proposed by the North East LHIN.
23. Value-added forest products

Threats:

1. Sparse population
2. Declining population
3. Youth Out-migration
4. Aging population
5. Loss of Iron Bridge Public School
6. Loss of existing institutions
7. MPAC: inaccuracies, lack of current information
8. Loss of railway
9. Forest Tenure
10. Impact of increased MTO outsourcing
11. Blue-Green Algae
12. Invasive species.

ANNOUNCEMENTS & INQUIRIES

Councillor Bilodeau queried a concern with respect the use of complaint driven policies particularly with respect to the Clean Yard By-law. Mayor Reeves recommended that this be added as a discussion item to a subsequent meeting.

ADJOURNMENT

11-13-01 BE IT RESOLVED THAT Council does adjourn at 9:03 p.m.
K. Weber CARRIED.
J. Armstrong

MAYOR

CLERK