



Council Strategic Plan



2021-2025

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Prepared and facilitated by Transitional Solutions Inc.



Letter from the Mayor

Hello Residents,

There is truly no place like Grand Bay-Westfield. On one side, we have the mighty Saint John River – first named the Wolastoq River by the Wolastokiyik and Maliseet people – a word that means “beautiful and bountiful river.” On the other side is the abundant forest on the ridge. In between, and against that glorious backdrop, a wonderful and welcoming people are nestled into neighbourhoods and schools and churches and shops.

Our new Town tagline captures this reality perfectly: Neighbours By Nature. A place where everyone is welcome to live, grow and thrive.

The north-star concepts in our plan are inspiring and growth-oriented: population growth for financial sustainability, organizational capacity, infrastructure sustainability and climate adaptation, and community vitality.

Our mission is simple, meaningful and action oriented. Facilitating growth, wellness, and prosperity through effective and forward-thinking leadership.

Our common desire to see the abundance of our Town grow and mature, and to see our neighbouring communities flourish, will guide us into the future. We see that future as:

- A municipality that builds on what we have, while retaining our small-town feel.
- An open and diverse community seeking solutions that create abundance and balanced growth.
- A values-driven community focused on wellness and well-being, which gives visitors and residents the ability to experience all that we have to offer.

Council has talked about the values we want to bring to our governance. Together we have discussed the importance of justice, community, courage, inclusion, trust, and openness.

This is a piece of what it means to be neighbours by nature.

A thriving and prosperous community must embrace a common set of values that create the conditions for inclusion of people of all colours, creeds, genders and faiths. We must actively weave this diversity into our town experience in a way that creates a future with a place for everyone.

Our Council seeks to make this vision a reality, and to bring those values to life through our mandate - facilitating balanced growth by implementing a population growth plan, enhancing our organizational capacity, establishing proactive infrastructure sustainability processes, digging-in to climate change adaptation work, and prioritizing community vitality.

This plan is a roadmap to a vibrant future as neighbours – together.

History

Grand Bay-Westfield is located in southwestern New Brunswick along the River Valley Scenic Drive, one of the provincially designated scenic routes, and is home to a community of approximately 5000 residents.

Many residents of Grand Bay-Westfield find employment in Saint John; many are tradespeople who work at the Point Lepreau Nuclear Generating Station, or the Coleson Cove Generating Station, as well as various J.D. Irving Limited pulp and paper factories and the Moosehead brewery - all located on the west side of the city.

The area was discovered by Samuel de Champlain, who named Grand Bay (Grande Baie) for its wide view. Westfield is either named after Westfield, MA, where some of its settlers came from, or for its geographic location on the west shore of the Saint John River and Nerepis River. The area started out as "cottage country" for the Saint John area and remained so for a long time (and is still considered to be so by some).

Following Champlain's arrival in 1604, the area became part of the French colony of Acadia but in 1758 conflict between French and English caused the entire area eventually to fall to the English in 1759.

In 1784 both black and white loyalists arrived to settle the area and were given land grants. Many of the local families can trace their roots back to the Loyalists. The town has a rich and interesting history.

The Town of Grand Bay-Westfield, incorporated in 1998, is comprised of the former Town of Grand Bay and the former Village of Westfield.

The two municipal governments were merged in 1998 with the new municipality occupying much of the western portion of King's County. ([Grand Bay-Westfield - Wikipedia](#))



Vision

A welcoming place to live, grow and thrive.

Mission

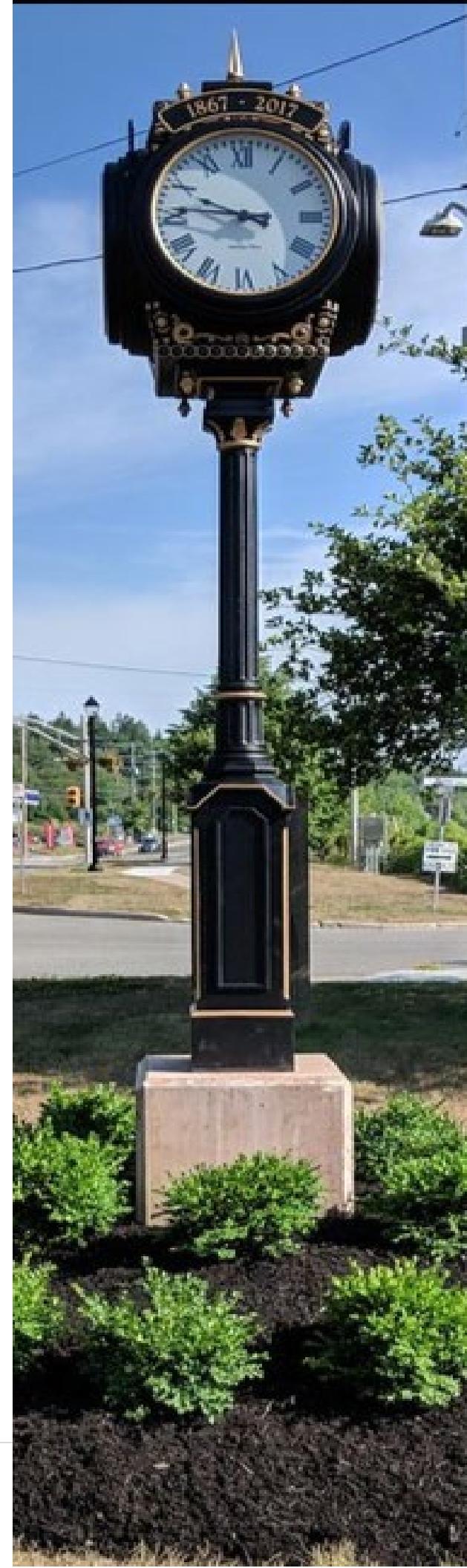
Facilitating growth, wellness, and prosperity through effective and forward-thinking leadership.

Mandate

Facilitating balanced growth by encouraging population growth, enhancing our organizational capacity, establishing proactive infrastructure sustainability processes, furthering climate change adaptation work, and prioritizing community vitality.

Values

Honesty Transparency
Teamwork
Courage Trust
Openness Justice
Understanding Inclusion





Strategic Priorities

Population Growth to Achieve Financial Sustainability

Key Results

- Advocate for the Province to enhance educational facilities and to partner for multi purpose uses.
- Attract and retain families from across Canada and the world.
- Partner with relevant agencies to encourage international immigrants to relocate to Grand Bay-Westfield.
- Attract developers to build a diversity of housing options.
- Work towards a more diverse tax base that supports the conveniences and amenities needed by our residents.

Organizational Capacity

Key Results

- Ensure Council processes and decisions are communicated clearly & timely to residents.
- Develop a communication strategy.
- Complete a comprehensive review of municipal services.
- Advocate with the Province about local government reform.
- Provision of relevant and timely financial information to inform decision making.

Infrastructure Sustainability and Climate Adaptation

Key Results

- Review the Asset Management plan with emphasis on life cycle planning.
- Ensure the Town's ground water is sustainable.
- Determine a carbon neutral master plan in conjunction with the Town's Climate Change Action Plan.

Community Vitality

Key Results

- Implement the comprehensive Recreation Master Plan.
- Develop a public transportation plan with a focus on intermunicipal links.
- Become a centre of wellness with a diversity of health professionals.