



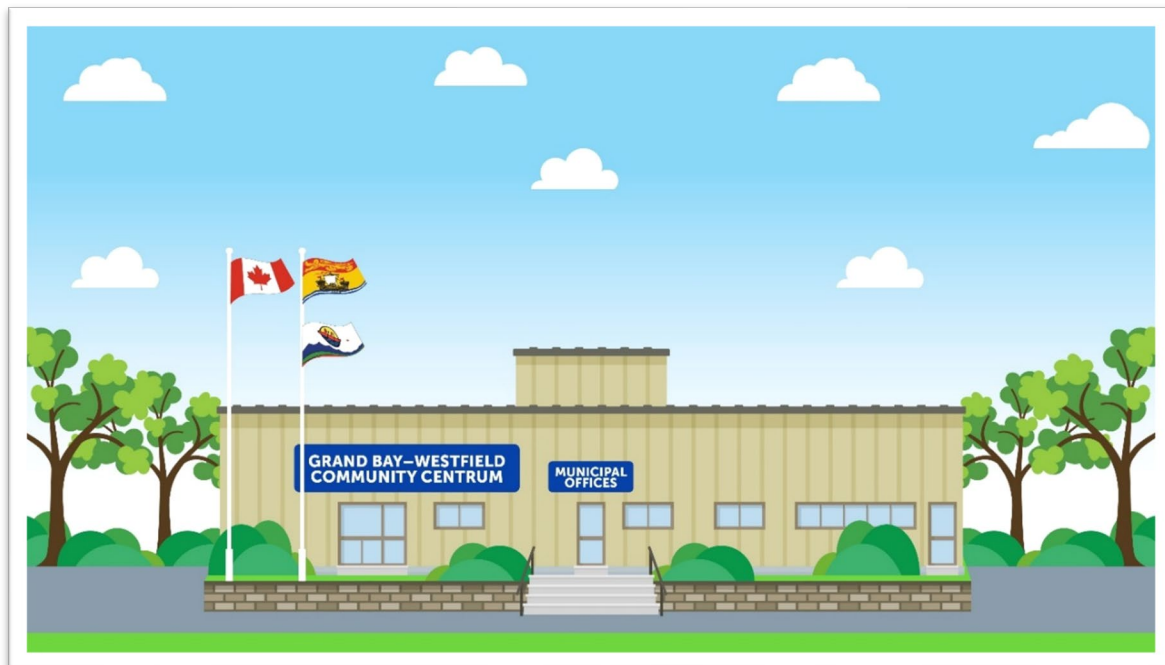
Council Strategic Plan 2023-2026

Prepared and facilitated by: Transitional Solutions Inc. (2021)
Updated by: Town of Grand Bay-Westfield (2023)



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Message from the Mayor



On behalf of Town of Grand Bay-Westfield Council, I am pleased to present the 2023-2026 Strategic Plan.

On January 1, 2023, as part of the provincial local governance reform process, the new local government of Grand Bay-Westfield was formed. It includes the former Town of Grand Bay-Westfield (Ward 1) and a portion of the former Local Service District of Westfield West focused on areas along Brittan and Campbell Roads (Ward 2).

This Plan was originally adopted by Council in 2021, and has been updated in 2023. This update includes input from Town Council, including the new Ward 2 Councillor.

This Plan includes the following key aspects of Council:

Vision;
Mission;
Mandate;
Values; and
Strategic Priorities.

I would like extend appreciation to Town staff for their daily commitment and dedication to delivering services and initiatives, which align with these key aspects of Council.

Town of Grand Bay-Westfield Council remains committed to this Plan, as a roadmap to a vibrant future as *Neighbours by Nature*.

Thank you, for taking the time to read our Strategic Plan.

Sincerely,

Mayor Brittany Merrifield



Town of Grand Bay-Westfield Council

The Town of Grand Bay-Westfield Council is composed of:



Mayor Brittany Merrifield



Deputy Mayor Erin M. Toole



Councillor Jim Balcomb



Councillor John Balemans



Councillor Keri Burpee



Councillor Beverley Day



**Councillor Stephanie
McIntosh Lawrence**



History

We respectfully acknowledge that Grand Bay-Westfield exists on the traditional Wolastoqey (WOOL-US-TOOK-WAY) land. The lands of Wabanaki (WAH-BAH-NAH-KEE) people are recognized in a series of Peace and Friendship Treaties to establish an ongoing relationship of peace, friendship and mutual respect between equal nations. The river that runs by our town is known as Wolastoq (WOOL-LUSS-TOOK), along which live Wolastoqiyik (WOOL-US-TOO-GWEEG) – the people of the beautiful and bountiful river. We, the staff and elected representatives, pay respect to the elders, past and present, and descendants of this land.

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.

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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 5,900 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 Colson 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.





Vision

A welcoming place for all 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

Understanding Teamwork Honesty
Trust RESILIENCY Courage
Justice Openness
Inclusion Transparency



Strategic Priority: Smart Growth

Key Tasks

- 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.

Strategic Priority: Organizational Capacity

Key Tasks

- Ensure Council processes and decisions are communicated clearly and timely to residents.
- Advocate with the Province about local governance reform.
- Provision of relevant and timely financial information to inform decision making.

Strategic Priority: Infrastructure and Climate Adaptation

Key Tasks

- 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.

Strategic Priority: Community Vitality

Key Tasks

- Implement the comprehensive Parks and Recreation Master Plan.
- Become a centre of wellness with a diversity of health professionals.