





# Strategic Planning



Annual Conference and Trade Show  
November 14, 2019

# Discussion Sequence: The Strategic Planning Process at #MNLAGM2019

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## **Today: Introduction**

MNL strategic planning + homework  
question

**Tomorrow/Friday - 1:30** Bowring  
Rooms 2 & 4  
Report back – Homework

## **Saturday – 2:30**

Bowring Rooms 2 & 4  
Synthesis and check-in

Strategic Goals	Objectives	Activities
Regionalization		<ul style="list-style-type: none"> <li>• Continued Advocacy</li> <li>• Public Consultations</li> <li>• What We Heard report</li> </ul>
New Legislation		<ul style="list-style-type: none"> <li>• Legislative Review</li> </ul>
Improve MNL structure	<ul style="list-style-type: none"> <li>• Governance</li> <li>• Staffing</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Governance Review</li> <li>• Organizational Review</li> <li>• Headquarters purchase</li> </ul>
Improve MNL fiscal planning	<ul style="list-style-type: none"> <li>• Five-year financial plan</li> <li>• Financial independence</li> </ul>	<ul style="list-style-type: none"> <li>• Five-year Projections</li> <li>• No prov/fed operating funding</li> <li>• Non-dues revenue strategy</li> </ul>
Civic Engagement	<ul style="list-style-type: none"> <li>• Councillor professional development</li> <li>• Engaging the public</li> <li>• Addressing demographic issues</li> </ul>	<ul style="list-style-type: none"> <li>• Councillor training program</li> <li>• Make Your Mark campaign</li> <li>• Increased public events</li> <li>• Partnership on VitalSigns</li> <li>• Partnership on population research with MUN</li> </ul>

Municipal

- ↳ HR capacity?
- ↳ Councillor attraction/retention?

Regional

- ↳ Regional Govt FUNCTIONS rather than form

Sustainability

Rural

- ↳ economic development policy/strategy

Environmental

- ↳ Climate Change and comprehensive sector strategy/position?

Fiscal

- ↳ New revenue streams (MJ)
- ↳ 1% tax target
- ↳ Prov'l/Fed. fiscal accountability

## Infrastructure

- Better funding formulas, especially for roads
- Making transportation, water, wastewater priorities

## Human Resources

- Sector review/labour market study
- Work with employers to give more flexibility to councillors
- Work with sector on councillor and staff training policies

## Respect

- Sector needs a “seat at the table” when our issues are discussed
- Find practical ways for orders of government to work together

## Immigration

- Attraction and retention
- Acknowledging aging pop’n and out-migration

## Community Concerns

- Access to medical services
- Sector issues (forestry, fisheries, etc...)

**Thoughts? Reactions?**





*“Vision without action is a  
daydream. Action with without  
vision is a nightmare.”*

Japanese proverb

# Homework Question

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In your role, what are the things that keep you up at night?

## Follow up

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Is there something that you've always wanted MNL to do for you that we haven't done?

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**Thanks!**

**Any questions?**

Find us at @MunicipalNL & info@municipalnl.ca

