

**TOWN OF RIMBEY**

**TOWN COUNCIL AGENDA**

**AGENDA FOR SPECIAL MEETING OF THE TOWN COUNCIL TO BE  
HELD ON MONDAY NOVEMBER 2, 2015 AT 7:30 PM IN THE COUNCIL  
CHAMBERS OF THE TOWN ADMINISTRATION BUILDING**

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|-----------|--|-------------|
| <b>1</b>  | <b>Call to Order Special Council Meeting<br/>&amp; Record of Attendance</b>  |             |
| <b>2</b>  | <b>Agenda Approval</b>   | <b>1</b>    |
| <b>3</b>  | <b>3.1 Vision/Mission Statement/CoreValues .....</b>                         | <b>2-8</b>  |
|           | <b>3.2 Linking the new Town Vision to the Municipal Development Plan....</b> | <b>9-11</b> |
| <b>4.</b> | <b>Adjournment</b>   |             |



TOWN OF RIMBEY REQUEST FOR DECISION

<b>Special Council Agenda Item</b>	3.1
<b>Special Council Meeting Date</b>	November 2, 2015
<b>Subject</b>	Town of Rimbey Vision/Mission Statement/Core Values
<b>For Public Agenda</b>	Public Information
<b>Background</b>	<p>In keeping with the strategic planning document and the new logo, it is now the proper time to discuss mission and vision for the town. We received 22 surveys based on the strategic planning questions.</p> <p>Administration presented Council with a Vision/Mission Statement/Core Values Workbook at the October 14, 2015 Regular Council Meeting. Council briefly discussed the Town of Rimbey Vision/Mission Statement and Core Values.</p>
<b>Discussion</b>	<p>The Town is now required to develop a new mission and vision in preparation for the strategic plan and the Municipal Development Plan.</p> <p>The discussion was tabled to the October 26, 2015 Regular Council Meeting to allow Council the opportunity to better review the workbook and bring forth suggestions for a new Vision/Mission Statement and Core Values.</p> <p>During discussions at the October 26, 2015 Regular Council Meeting, Council passed a motion to hold a Special Council Meeting on Monday, November 2, 2015 at 7:30 pm. It was suggested that Mr. Bob Stevens facilitate the discussion regarding the Vision/Mission Statement/Core Values.</p>
<b>Relevant Policy/Legislation</b>	Not applicable.
<b>Options/Consequences</b>	Council can keep the current vision and mission; however, it is outdated.
<b>Desired Outcome(s)</b>	A new mission and vision statement
<b>Financial Implications</b>	Not applicable.
<b>Follow Up</b>	Administration will publish the results of the mission and vision
<b>Attachments</b>	The current Town of Rimbey Mission Statement. 2015-16 Mission/Vision/Core Values Workbook.
<b>Recommendation</b>	That Council work toward a new Vision/Mission Statement and Core Values.

Prepared By:

Donna Tona, CTS  
Interim Chief Administrative Officer

Date



TOWN OF RIMBEY REQUEST FOR DECISION

Endorsed By:

Donna Tona, CTS  
Interim Chief Administrative Officer

Date



# *Town of Rimbey*

## *Mission Statement*

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*We strive to enhance the quality of life  
through the strengths of our citizens,  
our Council and our Staff*

2015-16

# Mission/Vision/Core Values Workbook



Rimbey Council

2015-16



## Helps to Determine Mission, Vision and Value

The vision and mission are the most important parts of strategic planning. Many companies and municipalities develop complicated and vanilla statements that don't inspire but look good in a portfolio.

You as Council took a great risk to develop a fresh and exciting logo and the new web site will also reflect this. What you must consider is a rallying statement, an exciting vision and an active mission. Once that is accomplished your core values - no more than five and three is the best – help shape all the decisions you make for the muni.

So let's get started "spinning" your imaginations and getting you ready for Wednesday night!

### Mission Statement:

This is what your muni actually does. It should be short and easy to memorize. A lot of munis get this wrong and end up using big fancy words that don't tell us anything. Your mission statement should also be specific enough that people understand what you do and how it may differ from your competitors.

So for example:

- *Public Broadcasting System (PBS):* To create content that educates, informs and inspires.
- *Google:* To organize the world's information and make it universally accessible and useful
- *Make-A-Wish:* We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

### Vision Statement:

This is what your municipality aspires to be; which can be much different than what your municipality is (mission statement). When done right, your vision statement can and should help drive decisions and goals in your municipality. Here are some examples of some good vision statements:

- *Disney:* To make people happy
- *Ford:* To become the world's leading Consumer Company for automotive products and services.
- *Avon:* To be the company that best understands and satisfies the product, service and self-fulfillment needs of women—globally.

*Is your vision statement longer than 20 words? Can you get it below 15? Below 10? Design your vision statement to clearly communicate what you are working to achieve in a way that people can remember it and communicate this to others. If you can't get your full vision below 15 words, consider also creating a vision tagline (2-6 words) which people can more easily remember.*

Vision Statement: (Desired End-State) A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work.

- A typical corporate vision statement will be brief and succinct; it will say a lot in just a few words, so those words must be very carefully chosen.
- The key to a good vision statement is to think of things in a long-term, broad sense, without sounding generic.
- If you're too specific, you will limit your vision and it won't be applicable ten years down the road: for example, if you're current goal for your business is to move into a larger building, that's a vision for the future but it's not the vision for the future of your entire business. It's too narrow in focus.
- On the other hand, if you say that you want to achieve success – well, any business in the world could say that. It's too generic. The best statement will be clear about who you are as a company/municipality as well as who you wish to become.

Writing a good vision statement isn't difficult. Think about what your business does and what, in an ideal world, you would like it to do and how you would like to appear to the outside world. Consider the services and attributes that your municipality provides, then imagine how it would be if you provided the very best version of them possible. List those visions, and incorporate them into a brief statement that gives a good overview of the kind of image you want to represent.

**The best visions are inspirational, clear, memorable, and concise.**

Avg length for great visions are approximately 14.56 words (excluding brand references)

The shortest contains only three words (Human Rights Campaign) **Equality for everyone**

The longest contains 31 words (Amnesty International) - **Amnesty International's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.**

Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. (13)

## **The differences between a vision and mission statement:**

- a **vision statement** expresses an organization's optimal goal and reason for existence, while a
- **mission statement** provides an overview of the group's plans to realize that vision by identifying the service areas, target audience, and values and goals of the organization.

So to get you started, answer the following questions and I'll bet we have a vision and mission before you even know it!

#### **Vision**

- What are the values or beliefs that inform your work?
- What would you ultimately hope to accomplish as a result of your efforts?

#### **Mission**

- How do you plan to work toward this broad vision?
- For whose specific benefit does the organization exist?

### **Our last mission, core values**

[Core values](#) are what support the vision, shape the culture, and reflect what your company values. They are your company's principles, beliefs, or philosophy of values. Try limiting your core values to five. Once you get beyond this it's hard for your employees to remember. Here's a list of our corporate values at Werkz Inc.

- Getting it done!
- Showing Passion
- Demonstrating high Standards
- Being Hungry to Learn
- Happy to Show up!





TOWN OF RIMBEY REQUEST FOR DECISION

<b>Special Council Agenda Item</b>	3.2
<b>Special Council Meeting Date</b>	November 2, 2015
<b>Subject</b>	Linking the new Town Vision to the Municipal Development plan
<b>For Public Agenda</b>	Public Information
<b>Background</b>	Town of Rimbey administration is currently working on a new draft of the Municipal Development Plan (MDP).
<b>Discussion</b>	<p>One of the most significant changes being considered in the new MDP is a new vision for the high level zoning projections for land within the town that is currently undeveloped and designated Urban Expansion (UX) and Country Residential (CR).</p> <p>Through a facilitated discussion, administration is seeking Council's input specifically on the vision for the future undeveloped land.</p>
<b>Relevant Policy/Legislation</b>	MGA 632 (2)
<b>Options/Consequences</b>	<p>Option 1: By providing input at this time Council will help shape the vision for future development within the Town of Rimbey MDP.</p> <p>Option 2: By not providing input Council will not help shape the MDP and will be able to provide comments on the draft when presented for first reading.</p>
<b>Desired Outcome(s)</b>	Provide input and direction to administration regarding the Vision of the Municipal Development Plan.
<b>Financial Implications</b>	None.
<b>Follow Up</b>	Administration anticipates brining the Municipal Development Plan to council for First Reading in December.
<b>Attachments</b>	Town of Rimbey current Land Use Maps.
<b>Recommendation</b>	Council engage in a discussion with administration and provide input on the vision for future development that will be outlined in the Municipal Development Plan.

**Prepared By:**

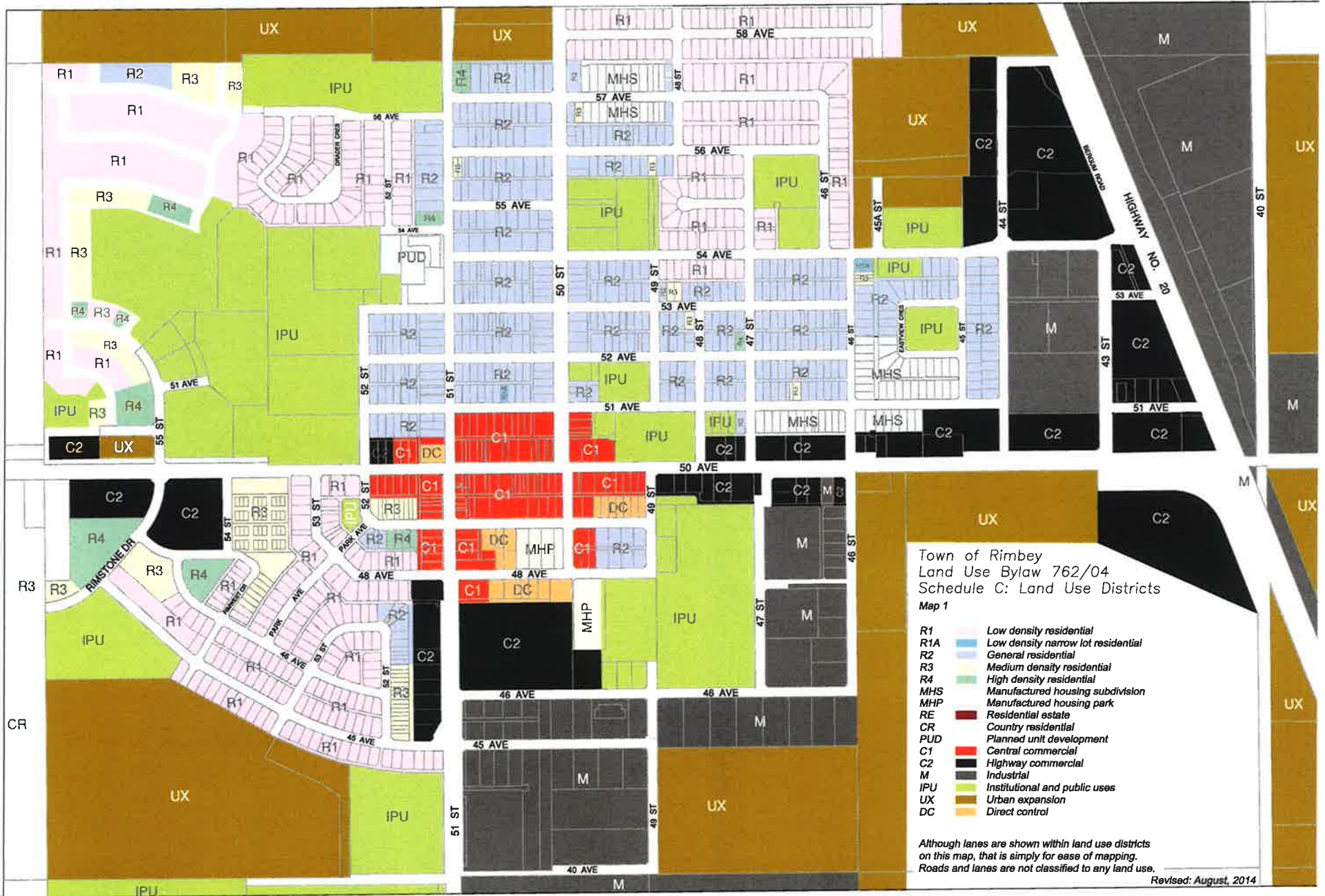
  
 \_\_\_\_\_  
 Liz Armitage  
 Contract Development Officer

\_\_\_\_\_  
 October 27, 2015  
 Date

**Endorsed By:**

  
 \_\_\_\_\_  
 Donna Tona, CTS  
 Interim Chief Administrative Officer

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 Oct 28/15  
 Date



Town of Rimbey  
 Land Use Bylaw 762/04  
 Schedule C: Land Use Districts  
 Map 1

- R1 Low density residential
- R1A Low density narrow lot residential
- R2 General residential
- R3 Medium density residential
- R4 High density residential
- MHS Manufactured housing subdivision
- MHP Manufactured housing park
- RE Residential estate
- CR Country residential
- PUD Planned unit development
- C1 Central commercial
- C2 Highway commercial
- M Industrial
- IPU Institutional and public uses
- UX Urban expansion
- DC Direct control

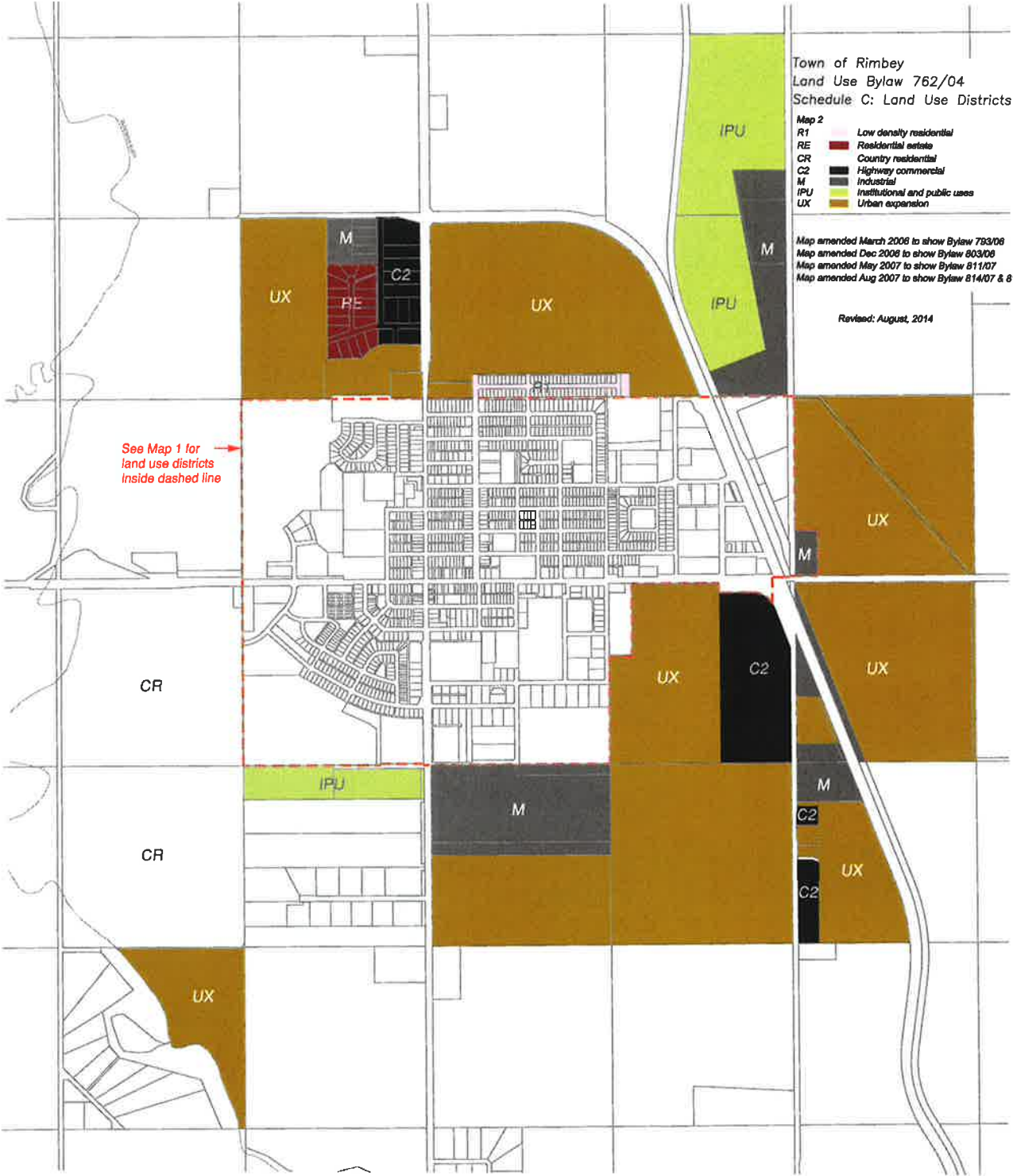
Although lanes are shown within land use districts on this map, that is simply for ease of mapping. Roads and lanes are not classified to any land use.

Town of Rimbey  
 Land Use Bylaw 762/04  
 Schedule C: Land Use Districts

- Map 2
- R1 Low density residential
  - RE Residential estate
  - CR Country residential
  - C2 Highway commercial
  - M Industrial
  - IPU Institutional and public uses
  - UX Urban expansion

Map amended March 2006 to show Bylaw 783/06  
 Map amended Dec 2006 to show Bylaw 803/06  
 Map amended May 2007 to show Bylaw 811/07  
 Map amended Aug 2007 to show Bylaw 814/07 & 815/07

Revised: August, 2014



See Map 1 for  
 land use districts  
 inside dashed line