



**FOR IMMEDIATE RELEASE**  
**Jan. 23, 2019**

## **Council priorities set for 2018-2022 term**

**Wasaga Beach** – Ensuring the Town of Wasaga Beach continues to meet the needs of residents, visitors, and businesses, and striving to continue the town’s long and proud history of growth, Council has approved 11 goals for this term.

Council approved the goals at its regular monthly meeting Tuesday night.

Members of Council created the goals during a series of five meetings with town staff earlier this month. They discussed key issues raised during the campaign and integrated them with the priorities that staff were working on.

“This collaborative effort has led to the creation of realistic goals that will guide Council in its decision making and assist staff in building achievable and affordable action plans that will reflect and advance Council’s priorities,” Mayor Nina Bifulchi said.

The mayor noted the establishment of Council’s goals is the first step in the development of a comprehensive strategic plan for the town.

“Over the coming weeks, staff will bring forward the vision, mission, and values statements, along with the action plans for each of the priorities for Council’s consideration,” Mayor Bifulchi said. “The plan will be monitored during the year and updated heading into each budget cycle.”

### **Council’s priorities for this term:**

- 1) Determine the town’s role in the development of the downtown area and beachfront;
- 2) Determine the best location(s) and build a new twin pad arena and library;
- 3) Promote and facilitate the construction of affordable, attainable, and safe housing;
- 4) Support the private sector in growing and diversifying the tax base;

- 5) Continue to build a safer and healthier community, mindful of the needs of various neighbourhoods in town;
- 6) Implement changes to Council's governance and structure to improve accountability and transparency;
- 7) Maintain the financial health of the town while meeting the service needs of the community;
- 8) Build relationships with outside organizations and stakeholders based on mutual respect for the different roles that are played in the development of a community;
- 9) Review the town's assets and determine a strategy to deal with them in the best interest of the municipality;
- 10) Build pride in the community through effective communication, events, and initiatives;
- 11) Build an efficient, well-functioning, customer-oriented organization to deliver on Council's priorities.

"The trust residents have placed with Council members is something each elected member around our table takes seriously. Working in partnership with town staff, we aim to fulfill each priority identified so that our town is a better place today and in the years to come," Mayor Bifulchi said.

-30-

**For media requiring additional information, please contact:**

Michael Gennings  
Communications Officer  
Town of Wasaga Beach  
(705) 429-3844 ext. 2237  
[communications@wasagabeach.com](mailto:communications@wasagabeach.com)  
[www.wasagabeach.com](http://www.wasagabeach.com)