

Town of Aylmer
Strategic Planning Session #3 (January 8, 2019)
Summary Notes

Council members reviewed and confirmed their new Strategic Plan. This plan includes five Strategic Pillars:

- Dynamic, Inclusive Community
- Planning for the Future
- Economic Vitality
- Environmental Stewardship
- Public Service Excellence

The following table outlines the goals in each of the strategic pillars, along with the areas of focus for the next four years.

Strategic Pillars	Goals	We do this by focusing on:
Dynamic, Inclusive Community	We create unique opportunities for individuals and families to live, work, and play.	<ul style="list-style-type: none"> • Embracing our diverse culture and heritage • Creating lasting memories for our youth • Engaging people to be community leaders • Creating a safe, inclusive environment for people of all backgrounds
Planning for the Future	We have a strong vision for the future, focused on opportunities for sustainability and growth.	<ul style="list-style-type: none"> • Ensuring sustainability and fiscal responsibility through long-range budgeting • Ensuring adequate land for future growth • Understanding and exploring partnerships that are in the best interest of our community • Ensuring we have community facilities, assets, infrastructure, and green space to meet the needs of the future
Economic Vitality	Aylmer is a destination which is a crossroads of unique heritage and modern commerce.	<ul style="list-style-type: none"> • Partnering with businesses for community improvement • Attracting growth through targeted initiatives • Promoting diverse housing options for our community • Sharing how good life is in Aylmer

Strategic Pillars	Goals	We do this by focusing on:
Environmental Stewardship	We are a leader in environmental stewardship.	<ul style="list-style-type: none"> • Exploring green bin and other food waste initiatives • Promoting environmental stewardship in our community • Continuing to institute policies that support environmental stewardship • Continuing to partner with others to advance environmental stewardship in our community
Public Service Excellence	We offer user-friendly, streamlined services through our knowledgeable, approachable staff.	<ul style="list-style-type: none"> • Delivering municipal services in a safe and efficient manner • Enhancing service delivery through technological and communication improvements • Ensuring public safety through appropriate resources • Delivering on Council’s Strategic Pillars