

# **Strategic and Community Plan for the Municipality of Memramcook 2007-2010**

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## **EXECUTIVE SUMMARY**

The Municipality of Memramcook's Strategic and Community Plan is the result of a community organization and population consultation process. Following this process, the Municipality's vision, mission and values were set.

### **Vision for Memramcook for 2015**

A modern community of nearly 5000 people, the Village de Memramcook is rich with Acadian traditions and history. Offering a superior quality of life, Memramcook enjoys great community vitality.

Known for the high quality of its services, the Municipality greatly contributes to the prosperity of its economic, social, cultural and artistic communities.

### **The Municipality's Mission or Reason-for-being**

The Village de Memramcook's mission is to create an environment that improves its inhabitants' quality of life.

Here is its mandate.

### **The Village de Memramcook accomplishes its mission by:**

1. Promoting socioeconomic prosperity within the municipality;
2. Encouraging the community's social, cultural and artistic growth;
3. Ensuring the municipality's sustainable development;
4. Offering municipal services to its inhabitants;
5. Fostering partnerships that support municipal development.

### **The following values will guide the Municipal Council's conduct and decisions:**

- Quality Services
- Sustainable Development
- Leadership
- Accountability
- Participation
- Innovation

The Municipal Council has set and prioritized the following strategic guidelines.

### **Economic and Tourism Development**

Economic development is based on five pillars: commercial, industrial, institutional, tourism and residential growth.

### **Community Development**

Community Development includes sports, recreation, volunteering and community participation, public transportation, health services, education and community identity (signs). Cultural and Heritage Development includes community artists, culture, history and heritage.

### **Municipal Identity and Communications**

The Municipality of Memramcook must renew its efforts to foster a positive image, both internally and externally.

### **Community Health and Environment**

Sustainable development implies a balanced approach to developing economic, community and environmental interests.

### **Developing Infrastructure**

Developing municipality services infrastructures must be a priority, whether it is in regard to roads, water, sanitation or fire services.

### **Land Management and Development**

The Municipality will continue to improve the Village de Memramcook's Rural Plan.

### **Management and Governance**

To support priorities and municipality development, the Municipal Council will be tasked to govern the village while the administrators will see to managing its activities. During the consultation process, polled individuals indicated that it was important that the Municipality adopt a leadership role during the management and governing processes.

Each strategic direction is made up of strategies and objectives that will then be realized into projects and activities.

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