

**TOWN OF RIMBEY  
TOWN COUNCIL AGENDA**

**AGENDA FOR SPECIAL MEETING OF THE TOWN COUNCIL TO BE  
HELD ON MONDAY DECEMBER 14, 2015 AT 7:00 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 Town of Rimbey Vision Statement.....</b>                             | <b>2-4</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>	December 14, 2015
<b>Subject</b>	Town of Rimbey Vision Statement
<b>For Public Agenda</b>	Public Information
<b>Background</b>	<p>At the November 2, 2015 Special Council Meeting, Council was requested to consider the following 5 questions in order to determine a Vision Statement for the Town of Rimbey.</p> <ol style="list-style-type: none"> <li>1. What needs to be changed?</li> <li>2. Why should issues be addressed?</li> <li>3. What are the strengths of our assets?</li> <li>4. What is your dream end state?</li> <li>5. What would success look like?</li> </ol> <p>It was suggested to work through these questions starting at question 5 and ending with question 1.</p>
<b>Discussion</b>	
<b>Relevant Policy/Legislation</b>	Not applicable.
<b>Options/Consequences</b>	
<b>Desired Outcome(s)</b>	A new 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>	Developing Rimbey's Vision – Questions to Consider Building a Vision Statement
<b>Recommendation</b>	That Council work toward a new Vision Statement.
<b>Prepared By:</b>	<div style="text-align: center;">   <hr style="width: 60%; margin: 0 auto;"/> <p>Donna Tona, CTS Interim Chief Administrative Officer</p> </div> <div style="text-align: right; margin-top: 10px;"> <hr style="width: 20%; margin: 0 auto;"/> <p>December 8/15 Date</p> </div>
<b>Endorsed By:</b>	<div style="text-align: center;"> <hr style="width: 60%; margin: 0 auto;"/> <p>Donna Tona, CTS Interim Chief Administrative Officer</p> </div> <div style="text-align: right; margin-top: 10px;"> <hr style="width: 20%; margin: 0 auto;"/> <p>Date</p> </div>

**Mission Statement: Building a community known for its quality lifestyle.**

**Developing Rimbey's Vision - Questions to Consider**

**(Work backwards from 5 through 1).**

- 1. What needs to be changed?**
- 2. Why should issues be addressed?**
- 3. What are the strengths of our assets?**
- 4. What is your dream end state?**
- 5. What would success look like?**

# Building a Vision Statement

It is very important that the vision is S.M.A.R.T

- **Specific---Measurable---Achievable---Realistic---Time based**

**We need to be clear this is the most important part of a successful structure and will be the legacy of this town council and our community.**

**Home Work: Please review the following; ask questions of community ask for their input, office staff, family, friends, business associates, etc. This will provide input for the S-M-A-R-T result.**

What a Vision Statement SHOULD be:

There are a few common rules that pretty much all good Vision Statements should follow:

1. **They should be short – two sentences at an absolute maximum.** It's fine to expand on your vision statement with more detail, but you need a version that is punchy and easily memorable.
2. **They need to be specific to your community** and describe a unique outcome that only you can provide.
3. **Do not use words that are open to interpretation.** For example, saying you will 'maximize resident needs' doesn't actually mean anything unless you specify what it actually looks like or the output is..
4. **Keep it simple enough for people both inside and outside your community to understand.** No technical jargon, no metaphors and no business buzz-words!
5. **It should be ambitious enough to be exciting but not too ambitious that it seems unachievable.** A vision outside 8 to 10 years needs to be challenged as it might not be measurable.
6. It needs to align to the Values of your mission statement that you want the community, and all internal, external stakeholders can exhibit as they perform their work.

The Process

*Step 1: Define what you do as an output. Ensure you stay output focused, what does or do we need to see the community actually do.*

*Step 2: Define what unique twist your community brings to the above outcome Define what makes our community special/unique that will sit in the minds of people.*

*Step 3: Apply some high-level quantification Do not become too specific that time runs out quickly apply high level outputs that are measurable and can be published*

*Step 4: Add relatable, human, 'real Rimbey' aspects add a real-life aspect so that people can conjure up a solid mental image to associate with your vision statement.*

*Example of a winning business Vision. Ensure that every customer who leaves our store, does so smiling.*

Bringing it all together with the intent that you can say yes to the following.

- Step 1 – The output
- Step 2 – The twist
- Step 3 – The quantification
- Step 4 – The human connection