



TOWN OF GIBSONS

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TALK OF THE TOWN – MARCH 2019

by Mayor Bill Beamish

Last month, I used this space to share a few of the practical ways the Town of Gibsons is opening up the governmental process and working to increase transparency, both in the day-to-day activities of the Town and in how important decisions are made. This month, I'm asking for your input on creating a new strategic vision for Gibsons.

In the next few weeks, council will initiate a review of the Town's strategic plan, with a view to identifying long-term strategies that are consistent with the commitments we made during the recent election, as well as with community and regional priorities regarding development, water, regional planning, and other issues.

One of the first steps in developing a strategic plan is to adopt a vision statement, which can be defined as being two or three aspirational sentences (or less) which provide a picture of the preferred future. The best vision statements are inspirational, clear, memorable and concise, and when read, should tell us where we're going or, as someone once said, 'what we want to be when we grow up'.

A few great examples include:

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

"Oceana seeks to make our oceans as rich, healthy and abundant as they once were."

"A world where everyone has a decent place to live." – Habitat for Humanity

The Town's current vision statement, as presented in the Official Community Plan, is: *"Gibsons will continue to be a welcoming, sustainable community that offers residents and visitors an outstanding quality of life in a spectacular natural environment. We will ensure this town retains its seaside village character for the enjoyment of all and we will nurture our unique cultural heritage and natural assets while supporting opportunities for our local community."*

It's not as concise as my examples, but it does convey what I believe to be many of our community's shared values, including being welcoming, sustainable, inclusive and respectful of our cultural heritage.

What do you think? When you imagine the best possible Gibsons

10 years from now, what do you see? Which key values and

objectives should guide our community as we move forward?

I'm genuinely interested in hearing from all those who have ideas they'd like to share and I will commit to bring them forward to our

strategic planning process. To contribute, send me an email

(mayor@gibsons.ca) or give me a call at 604.989-2364. I look

forward to hearing from you.

TOWN OF GIBSONS

"Nature is our most valuable asset"

