



2021

Vision:

A safe community,
with a friendly network of neighbours
who are actively engaged in thriving programs and vibrant outdoor spaces.

Mission: The MCL Board is composed of neighbours who work together with, and for, the entire community of McQueen, their families and stakeholders. We strive to listen, welcome new ideas, keep people informed, create opportunities for connections and encourage participation in all league activities in order to further our community as a desirable place to call home.

Priority Area A:	Priority Area B:	Priority Area C:	Priority Area D:	Priority Area E:
Community Building & Neighbouring - Key Task: ACE Communities Program - Key Task: Resident idea tool	Communications - Key Task: Website Update (2021) - Key Task: Regular communication tool (2021) - Key Task: Comm. board at hall	Operations & Governance - Key Task: Volunteer Recruitment (2021) - Key Task: Modernize hall rentals & fin. procedures (2021)	Events & Programs - Key Task: Signature events - Key Task: Social activities - Key Task: External programs	Facility Improvements - Key Task: Licensed land updates (in/out) (2021) - Key Task: Flexible Outdoor Spaces

Values: Neighbourliness, Inclusivity, Respect, Openness, Fun, Safety, Diversity, Responsibility

McQueen Strategic Plan Glossary and Information

This Strategic Plan was developed after consultation with the community and extensive discussion amongst the McQueen Community League (MCL) Board Members. The Strategic Plan has been developed in 2021 to guide board decision making and prioritize activities for the next 3 years (and ongoing), with the intention of reviewing and updating the plan annually.

The **Vision** speaks to the board's aspirations for the entire McQueen Community; all decisions, priorities and actions support the development of that vision.

The **Mission** describes how the board intends to work towards that vision. All tasks and activities should align with the board's mission.

The 5 Priority Areas: After reviewing input from the community via the community league survey in November 2020, opportunities and concerns, insights and skills of the current board members, and a scan of the current environment in McQueen, the board developed actions they would like to pursue. Most of those actions could be grouped in categories which formed the 5 priority areas: 1) Community Building and Neighbouring, 2) Communications, 3) Operations and Governance, 4) Events and Programs, and 5) Facility Improvement.

Key tasks: Within each priority area the board identified many tasks to consider, however the key tasks are the ones thought to be most impactful and viable to pursue with the board's current capacity. As more volunteers are recruited or tasks are completed, other identified and/or new tasks will move up into priority areas

The **Values** were deemed the foundation of all decisions, activities and interactions between the board members, the community and public.

A Brief Description of the Key Tasks

- The **ACE Communities Program** fosters neighbour to neighbour relationships one block at a time.
- **Resident Idea Tool:** A tool to be developed that will encourage residents to bring their ideas forward to the MCL and receive simple support to get it off the ground (i.e. seed funding, space, promotion etc.).
- **Website Update:** Modernizing the website in terms of technology, function and content.
- **Regular Communication Tool:** Simple, frequent tool to inform community of MCL decisions & activities.
- **Communication Board at hall:** Large changeable sign/area where MCL board and residents can share communications.
- **Volunteer Recruitment:** Develop a volunteer strategy to recruit and retain volunteers for MCL board committees, projects and tasks. This is fundamental to the sustainability and momentum of MCL.
- **Updating Hall Rentals and Financial Procedures:** Modernize to be more efficient and effective.
- **Signature Events:** Continue 3 annual events - Family Day (February), Love McQueen Day (June), and Community League Day (September).
- **Social Activities:** Social activities that are more casual and ongoing, which focus on connecting residents (i.e. pizza night, seniors tea).
- **External Programs:** Determining program interests in McQueen and proactively reaching out to providers to partner with MCL (i.e. babysitters course, pedal head etc.)
- **Licensed Land updates:** A (potentially) significant project to scope, design, phase & construct improvement to the league amenities. Examples could include interior and exterior updates to hall or rink shack.
- **Flexible Outdoor Spaces:** Implement 'quick wins' to improve the usability & flexibility of park spaces.