



# CARLETON HEIGHTS AND AREA RESIDENTS' ASSOCIATION (CHARA)

## Strategic Plan 2010 – 2013

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## Strategic Plan 2010 – 13

This strategic plan has been developed to establish priorities which will guide the work of the Carleton Heights and Area Residents' Association (CHARA) Board of Directors for the period of 2010- 2013 and to assist in engaging the community in the work of CHARA.

This document was developed with input from residents through a residents' survey and in consultation with past and present CHARA Board members, City staff and the River Ward Councillor and her office.

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## I. OBJECTIVES

CHARA has five key strategic objectives for the period 2010 – 2012.

### 1. Building Awareness and Increasing Visibility:

- to increase awareness of CHARA's role and benefit to the Community

### 2. Engaging Residents:

- to engage residents in building their community, through participation, dialogue, volunteer activities and community events

### 3. Maximizing Recreational Programming:

- to work with the City to ensure that the Carleton Heights Community Centre is a vibrant hub for the community and responds to residents' needs

### 4. Improved Governance:

- to strengthen the financial and organizational capacity necessary to achieve CHARA's mandate and strategic plan

### 5. Forging Partnerships:

- to maximize potential through partnerships within and outside of the Community

## II. STRATEGIES

CHARA will implement the following strategies in order to achieve its strategic objectives.

1. **Building Awareness:** *to increase awareness of CHARA's role and benefit to the Community.*

### **Strategies**

**Strategy A** Develop and promote use of a Community Website.

**Strategy B** Improve visibility of CHARA in the Community Centre brochure, notice of events and in signage for CHARA-sponsored events.

**Strategy C** Develop a logo and "brand" for CHARA (through letterhead, etc.)

**Strategy D** Identify and promote opportunities for CHARA Board presence within the Community.

2. **Engaging Residents in building a strong community:** *to engage residents through volunteer activities and community events*

### **Strategies**

**Strategy A** Develop opportunities which encourage individuals and their families to be involved in the community and the work of CHARA

**Strategy B** Seek Volunteers through local High Schools, seniors groups and website.

**Strategy C** Sponsor Community events which foster a sense of community and contribute to the well-being of residents.

**Strategy D** Consult residents on priorities and plans of action.

3. **Maximizing Recreational Programming:** *to work with the City to ensure that the Carleton Heights Community Centre is a vibrant hub for the community and responds to residents' needs*

## **Strategies**

- Strategy A** Assess the current relationship between CHARA and the City with regard to recreational programming and determine the best model to respond to community needs and practice efficiencies in general operations.
- Strategy B** Establish through a formal agreement the roles and accountabilities of the City and CHARA with regard to recreational programming.
- Strategy C** Seek community input to recreational needs and promote programs to respond to these needs.
- Strategy D** Manage the outdoor rink at the Carleton Heights Community Centre.

4. **Improved Governance:** to strengthen the financial and organizational capacity necessary to achieve CHARA's mandate and strategic plan

## **Strategies**

- Strategy A** Establish practices of Good Governance, including confidentiality agreements, Code of Conduct, posting of minutes on website
- Strategy B** Create committee structures for CHARA Board in order to share workload and establish clear accountabilities
- Strategy C** Ensure proper fiscal practices are established and followed, including a budget setting process and responsible accounting practices.
- Strategy D** Seek funding from a variety of sources to ensure the ongoing viability of CHARA activities and community priorities.
- Strategy E** Review and amend CHARA by-laws to ensure they provide the foundation and flexibility to meet current and future needs.



**5. Forging Partnerships:** *to maximize potential through partnerships within and outside of the Community*

**Strategies:**

**Strategy A** Identify key partners (e.g., Community Policing, other Community Associations, City staff, School Board trustees, etc) and establish principles for working with these partners.

**Strategy B** Open Board to other community members (e.g., Debra-Dynes, youth) to ensure broadest representation of interests.

**Strategy C** Build relationships with local businesses to enhance opportunities for collaboration and exchange.

### **III Initiatives, Timelines and Measurement**

(To be developed)