

Village of Fraser Lake

Strategic Plan

2024-2027





Letter from the Mayor

Welcome to the Village of Fraser Lake Strategic Plan for 2024-2027. This comprehensive plan embodies the collective vision of Council, community, and staff. This document was triggered in response to the economic changes happening within our community brought on by the loss of industry. It is imperative that we find a way forward. With a steadfast commitment to progress, this plan will chart the course towards the optimal future for our community, ensuring the best possible outcomes for the many years ahead of us.

– Mayor Sarrah Storey



From left to right: Councillor Jolene Webb, Mayor Sarrah Storey, Councillor Craig LePoidevin, Councillor Audrey Fennema, and Councillor Joe Jenkinson

A Community-Driven Strategic Plan

The Village of Fraser Lake Mayor and Council participated in strategic planning as part of strengthening planning efforts for the community. With the loss of West Fraser as a major employer, council recognizes its role in providing direction for the Village.

The planning session is an essential step for council to establish its Vision, Mission and Values in guiding the municipality. In order to focus on the most important work and ensure that it gets done, not everything can be started and completed. With limited resources, capacity and funding, it is vital that the community manage these to its full potential.

The Strategic Plan does not detail the day-to-day work of the municipality, instead it identifies key priorities to focus on. At a strategic level, these priorities guide the expenditure of funds and decision-making moving forward.

The key priority actions will be operationalized by staff through the development of annual departmental and staff work plans. Some of the actions will require new resources and council can expect to receive reports dealing with the work and additional resources (staff, financial, etc.) as required.

The key elements of the strategic plan include;

- Council's Vision – Where do we see ourselves in the future?
- Council's Mission – This describes the fundamental purpose of the Village as regulated in the British Columbia Community Charter.
- Council's Values – These are the ethics and standards that council and staff are guided by while conducting their work and in providing services to the residents of Fraser Lake.
- Strategic Priorities – Identify the key areas of focus for council for the remainder of this term.
- Strategic Actions – Specific actions council desires to take in order to achieve its strategic goals.
- Strategic Goals – Objectives that provide longer term outcomes.





Our Vision

A progressive community that encourages sustainable growth.

Our Mission

To provide progressive leadership and ethical governance, fostering partnerships and collaboration, to ensure sustainability and livability within the community while delivering core services.

Our Values

- Transparency
- Optimism
- Integrity
- Resiliency

Our Strategic Priorities



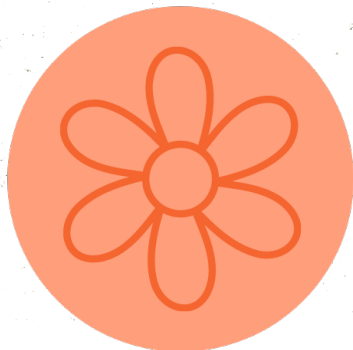
Sustainability and Livability

To attract and retain residents, investment, business and non-profits.



Infrastructure

To provide safe, reliable and sustainable core services to our residents.



Beautification

To enhance community pride and attract new residents.



Organizational Health

To identify organizational efficiencies and enhance processes.

Sustainability and Livability

To attract and retain residents, investment, business and non-profits. We believe that investing in our community will make the residents proud to call Fraser Lake home. This will be accomplished through investing in social and cultural infrastructure.

Strategic Actions

- Trail system plan
- Tourism strategy
 - + To include signage, biking, accommodations, signage, advertising, recreation, website development and rebranding
- Advocacy
 - + Attraction of health professionals, the school system, childcare and assisted living





Infrastructure

To provide safe, reliable and sustainable core services to our residents. Our most foundational responsibility to the community is the delivery of sustainable and resilient core municipal services so that Fraser Lake can be identified as a community that works.

Strategic Actions

- Complete Asset Management Plan & Strategy
- Complete Wastewater Treatment System



Beautification

To enhance community pride and attract new residents. We recognize the need to show our community pride and this priority is inclusive of all property included in the municipal boundaries. The Village desires to set a positive example and to encourage others to follow.

Strategic Actions

- Conduct a Beautification Strategy
- Develop bylaws and bylaw enforcement

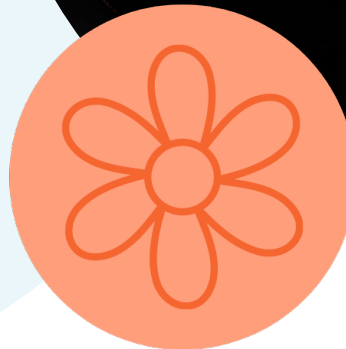


Photo credit: David Luggi



Organizational Health

To identify organizational efficiencies and enhance processes. Focusing on internal capacity and organizational effectiveness, the Village can ensure timely completion of operational and strategic objective.

Strategic Actions

- Conduct a Service Assessment
- Provide good governance





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