



SUMMARY

REPORT

COMMUNITY MEETING

Village of Zenon Park in Partnership with the CECS

January 17th, 2017 – Zenon Park Arena



Marguerite Tkachuk

Community Meeting

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SUMMARY

The objective of the Community Meeting was to gather all the main players (businesses, organisations, farmers and interested citizens) of the community of Zenon Park to discuss the present reality and identify socio-economic needs which would enable the development of an action plan and ensure that Zenon Park thrives.

The population of Zenon Park has been gradually declining for many years. This has created the present day realities:

- Seniors moving out of the community for lack of services.
- Very challenging to operate viable service businesses and maintain infrastructure.
- Pessimism and discouragement are ever more present in the population. They have difficulty believing that the downturn in the present situation can change.
- Volunteers are becoming scarcer and are suffering burn out.
- Citizens are doing business and shopping elsewhere.

An action plan is necessary to reverse this tendency (declining population, loss of businesses and infrastructure, lack of services and diminished community pride) in Zenon Park.

Methodology:

The citizens, businesses and organisations of Zenon Park, were all invited to participate in a Community Meeting, which took place on January 17th 2017. Participants were divided into four groups. Each group was asked to answer four pre-determined questions. The questions were developed to help initiate discussion about the Community's present reality and encourage participants to share their vision for Zenon Park. The result was the identification of the population's wants and desires and possible actions.

Priorities as determined by the citizens of Zenon Park:

The participants identified 7 categories of solutions /actions which they deemed significant:

Increase and encourage more/new businesses; create jobs /viable employment opportunities, keep businesses and services that exist,	80%
Promote the community/advertise, improve communication, mentor support for people and businesses, Social Media advertising, promote buying locally, slogan marketing for the town.	50%
Maintain and improve existing infrastructure and services.	50%
Increase services for seniors (level 1 & 2 Senior facility- Manor).	45%
Increase utilisation of our present infrastructure, sports & recreation facilities, park project, more recreation, social activities, cultural activities, activities for all ages.	40%
Increase population, attract new young families, encourage growth.	35%
Recognise community support, awareness of need of community support, encourage volunteers, have pride in community, positive about our town and businesses.	30%

Plenary discussion

- How to increase the population? create jobs
- Good place to raise a family
- Use facilities more
- Kids sports; build it up
- Leadership roles
- Manoir project
- Industry – transforming agricultural products
- Day Care – we forgot to mention this
- Jug of maple syrup (huge one)
- Women’s hockey
- Educational workshops
- Tax incentive

Possible Action Plan

The community identified and prioritised actions which, if implemented, would have a significant impact on the economy and future of Zenon Park. The challenge: attract new businesses, increase the population, attract new young families, offer pertinent services for seniors, restore community pride and convince the local population to support existing businesses in Zenon Park.

Various options		Suggestions for implementation
Option A	<p>1. Attract new businesses & create jobs</p> <p>2. Keep existing businesses thriving</p>	<ul style="list-style-type: none"> ○ Explore/develop Zenon Park Manor PCH project. ○ Identify / appoint a sub-committee with mandate of attracting the creation of businesses and implementing a marketing plan. ○ Identify what types of businesses could be established in Zenon Park. ○ Identify local products which could be transformed in Zenon Park. ○ Create a list of infrastructure (dimensions, what types of businesses could be suitable in these locations: store, warehouse, offices, etc.) available for sale or rent. ○ Consider a tax exemption.
Option B	<p>1. Develop a marketing plan</p> <p>2. Promote the community and it's businesses</p>	<ul style="list-style-type: none"> ○ Establish a budget. ○ Explore the idea of a branding. ○ Encourage and promote the use of the Village Web Site by all the population, businesses and organisations of Zenon Park. ○ Identify / list and promote the positive aspects of the Community: <ul style="list-style-type: none"> ◆ Identify all business owners, farmers, organisations (names of proprietors, e-mail addresses, names of companies or organisations) in the community and the region of Zenon Park; ◆ Identify the gross revenue, number of employees, number of families, the population they serve in the region or the community of Zenon Park; ◆ Emphasis on quality of life which Zenon Park offers. ○ Encourage the population to support the community: create opportunities to recognize volunteers, good deeds, donations, promote community pride. ○ Develop an advertising policy (advertising package @ group pricing) in collaboration with ZP Community Partners, which all businesses and organisations could use. ○ Develop monthly or quarterly slogans that would be adopted by the community during a determined period of time (e-mail inserts, posted in public places, BZP, etc.) ○ Inform the population about all the varying ways of advertising within the community (Hall sign, BZP, bulletin boards, Canada Post ad mail, web site, etc.), how to access these and user policy if applicable

Option C	<i>Maintain, use and improve existing infrastructure and services.</i>	<ul style="list-style-type: none"> • Develop a budget. • Develop a strategy for keeping existing buildings in good condition in order to attract buyers to move their businesses to Zenon Park. • Explore Saskatchewan's Main Street Program. • Identify local businesses and services. • Develop a beautifying program or policy for buildings and properties that would reflect the pride of Zenon Park citizens. • Identify new leaders to explore the idea of a recreation board to create more opportunities to make full use of existing facilities. • Establish a Recreation Board.
Option D	<i>Improve all communications WIN/ WIN</i>	<ul style="list-style-type: none"> • Create a central point of communication: Village of Zenon Park web site, village Facebook page and village council. • Invite citizens/organisations/businesses to assist at the Village of Zenon Park's monthly meetings. • Ensure that the Village of Zenon Park is represented at the AGM's of all local organisations. • Ensure that all players are accountable and proactive.
Option E	<i>Identify new leaders</i>	<ul style="list-style-type: none"> • Organise informal kitchen meetings (in homes) • Meet with organisations, business owners and farmers to motivate and communicate the reality of Zenon Park. • Mobilise the population to take ownership of the future of Zenon Park (next 25 years). • Participate in leadership training offered to board / council members.

Proposed Village of Zenon Park Action Plan

- That an action plan be developed by the Village of Zenon Park according to the identified priorities.
- That the plan be presented to the whole of the community (businesses, organisations and citizens).
- That these groups be asked to participate (through specific actions and /or their own initiative) to the realisation of the action plan.

Suggested steps

- Organise a meeting with the Village of Zenon Park Council members to review and discuss the CECS report.
- Hold a second meeting with the participants of the January 17th Community Meeting within a month of receiving the CECS report.
- Present the preliminary Village of Zenon Park Action Plan to the community according to the directives of the participants.
- Suggested information which could be gathered at the community presentation:
 - a. Which action are you willing to put into place?
 - b. As an individual, what are you willing to do or contribute to the proposed solutions?
 - c. As individuals, organisations, farmers or businesses are you ready to put some money towards this project? How much?