

Strategic Action Plan for the Development of Living360



Developed by EBRC Board: August 31, 2015

Revised by EBRC Board: November 24, 2016

Revised by EBRC Board: September 14, 2017

Preamble

Living360 is the brand name of the East Beaches Regional Complex (EBRC) and encapsulates the health and wellness services offered through the Grand Marais Community Central (GMCC) building located in Grand Marais, Manitoba. Living360 is meant to define the brand as a composite of all that they offer and ultimately goes beyond the physical building.

A two part planning session was facilitated by Community Futures Winnipeg River (CFWR) and involved the Board of Directors of EBRC. The planning focused on strategically identifying an action plan for how EBRC would move forward with Living360 and ultimately maximize facility usage within the GMCC building.

This document identifies the six key objectives and resulting action plans agreed to in this strategic planning process.



Table of Contents

Preamble	1
Vision.....	2
Mission	2
Core Values/Brand Attributes	2
Strategic Direction	2
Priorities	3
Organizational Overview.....	6

Vision

Living360 is the vision of East Beaches Regional Complex Inc. for the East Beaches community of Manitoba. The Living360 vision, through Wellness, Lifestyle and Recreation, is a promise to develop projects to provide the East Beaches community with health, security, quality of life support along with a centre for their social lives.

Mission

Our mission is to develop and construct a sustainable multi-use regional complex to meet the needs of the current East Beaches Region and to provide for subsequent growth of the 32 communities on the east shores of Lake Winnipeg. Living360 is a promise to develop projects that provide the East Beaches community with health security, support for quality-of-life assets and activities, along with empowering our full time and seasonal residents with the means to embrace their physical and social well-being.”

Core Values/Brand Attributes

Core Value	Description
Cheerful	We are positive in outlook and pleasant in disposition. We are the best part of everyone’s day.
Reliable	When someone needs us we are there. In a world of constant change, we are the dependable centre people count on.
Inclusive	We are respectful that the people we serve are diverse. We welcome and engage all members of the East Beaches community.
Community Minded	We look out for each other. We believe that through sharing, cooperation and caring we make real belonging to a community.
Professional	We commit to live up to the highest quality and performance expectations for the services we offer.

Strategic Direction

The Board decided that at this time the strategic planning focus would be on devising a plan to maximize use of the facility with wellness practitioners, workshops, events, programs and related services. The Board agreed that every effort would be made to secure the Mobile Medical Unit offered by the RHA and that Doctor/Nurse Practitioner and Pharmacist recruitment efforts would continue to occur. The recruitment of secondary wellness practitioners will be sought to occupy the space in the meantime.

The recruitment of an office administrator is required to oversee operations, recruitment efforts, rentals/leases and wellness programming. It was agreed that staffing was a priority and efforts to fund an administrator would be made by the Board.

Priorities

The following six priorities focus on the core methods or activities required to implement the Living360 Strategic Plan. They are in priority order and represent the Board of Director’s view, as captured through the strategic planning process.

Objectives and strategies (methods and key activities) have been documented for each of the six priority areas as a result of the information gathered during the planning sessions. It is important to note that additional objectives and strategies should be added to the Strategic Plan as they are identified. This plan should be viewed as a **living document and as such, was revisited and revised in August 2016.**

1 Continue working with the RHA to ensure the Mobile Medical Unit continues to be in place.

Strategy (method or activity)	Action	Timeline	\$ Req	Lead Role	Partners
Representative should continue to attend the Community Health Committee meetings	We need to get a representative back at the RHA Community Health Committee Meeting since Margaret is no longer there on our behalf. Roger agreed to contact Blair Skinner regarding getting our rep back on the committee	Monthly meetings	N/A	Roger	

2 Hire a development officer based on funding availability.

Strategy (method or activity)	Action	Timeline	\$ Req	Lead Role	Partners
We need to revisit this issue by December 2017.					
We need to have the Marketing piece updated with latest census figures that will be released in the spring of 2017					
Do we need staff for the larger picture of what we have to do as a Board					

3 Fill office spaces with secondary wellness practitioners, programs, events and related services.

Strategy (method or activity)	Action	Timeline	\$ Req	Lead Role	Partners
Identify secondary wellness practitioners and services. Review notes from first planning session for ideas discussed.	This item is ongoing and relies upon accurate census information.				
Market available services to surrounding area.	This item is ongoing and relies upon accurate census information.				

4 Attract programming and events to ensure maximum usage of facility, both indoor and outdoor.

Strategy (method or activity)	Action	Timeline	\$ Req	Lead Role	Partners
Identify potential programming and events that could be hosted in the facility.	Develop a “go to market” message and an advertising/ marketing strategy to attract potential programming/ events.	ASAP / Ongoing	As required/ as available	Board	GMCC
	Conduct outreach visits to recruit potential facility users.	Ongoing	N/A	Board	GMCC
Determine workshops, programs, events we will host.	Coordinate as opportunities arise.	Ongoing	TBD	Board	GMCC

5 Continue with Doctor/Health Practitioner/Pharmacist recruitment efforts.

Strategy (method or activity)	Action	Timeline	\$ Req	Lead Role	Partners
Maintain regular contact with RHA.	Call monthly to discuss progress.	Monthly / Ongoing	N/A	Chair	RHA
Continue existing recruitment efforts.	Update website to reflect where we're at.	ASAP	N/A	Board / Dennis	
	Follow up on any potential leads.	Ongoing	N/A	Board	

6 Develop a strategy to strengthen confidence with the public.

Strategy (method or activity)	Action	Timeline	\$ Req	Lead Role	Partners
Provide information to the public in a timely manner.	Newsletter sent out bi-monthly, either by email/mail to members.	Bi-Monthly	\$10	Communications Chair	Board GMCC
	Utilize social media / online presence and various reader boards to spread word to public at large.	As Required	TBD	Communications Chair	
	Newspaper advertisements.	As Required	TBD	Communications Chair	
	Attending other community events and meetings.	As Required	TBD	Board at large	
	Posters	As Required	TBD	Communications Chair	
Host free community events tied in with information sessions on what's happening in the facility.	As opportunities present.	Ongoing	TBD	As per ad hoc committees	GMCC Funders
	Annual General Meeting	Sep (Yearly)	\$200	Ad hoc committee	

Organizational Overview

