

MRA Business Plan

April 2013 – March 2015

MRA Mandate

- To promote measures which enhance the character, safety, and environmental viability of the Mimico area.
- To promote and enhance the quality of residential and economic life in and around the Mimico area.
- To promote and maintain a sense of community within the Mimico area by informing and engaging residents and respecting the diversity of people in the Mimico area.
- To undertake or support projects requiring or benefiting from community support which are intended to advance the above objectives.
- To oppose measures which diminish the above.

Key Planning Assumptions

Development

- ML Ready Mix building permits will be submitted in August
- ML will have to go to Committee of Adjustments
- Mimico 20/20 Secondary Plan will be approved with revisions in 2013
- Longo's plan will not be finalized in 2013
- 'On the go' development (North Mimico) will begin ground breaking in 2014
- Mark Grimes motion for North Mimico will move forward in 2013

Safety & Environment

- ML Ready Mix will not receive noise MOE certification
- Air quality study will report out in 2013
- Mark Grimes motion for a west concrete facility will be approved in 2013

Key Planning Assumptions

Membership & Community

- MRA will participate in Party in the Park
- MRA will grow membership by 100%
- MRA will improve membership database system
- MRA will add new community events or community outreach in 2013

Other

- MRA will generate revenue from Party in the Park (freezies etc.)
- MRA will develop and generate alternative revenues
- MRA will purchase board insurance in 2013/14

Situation Assessment Summary

Internal

Positives

- Long history in Mimico
- Good relations with government, media and community
- Good history with the board of directors
- Communication tools (web, Facebook, newsletters)
- Good policy foundations and strategy
- Strong brand
- History of affecting change
- Paid membership base is low
- Revenue stream is only one source
- Awareness in Mimico of MRA (need a baseline to determine)

Negatives

- Paid membership base is low
- Revenue stream is only one source
- Awareness in Mimico of MRA (need a baseline to determine)

Situation Assessment Summary

External

Positives

- Public consultation process allows us to contribute
- Community trust
- Number of city motions that should favour Mimico in the long term (if passed)
- Mimico 20/20 process
- Section 37 money is allocated for parks upgrade

Negatives

- Cost of board insurance
- Over development without consultation or OMB adding heights beyond city recommendations
- ML ready mix will continue to operate
- Slow movement of city departments (parks, planning, permits)

Opportunities/Threats

	Opportunity/Threat	Challenge to Overcome (Key Issue)	Likelihood to overcome
1	Membership/Revenue of the MRA	Time constraints Multiple revenue streams needed Paid membership	High Medium High
2	Public consultation process	MRA work/policy/relationships OMB over ruling process	High Low
3	Mimico 20/20 process	Divided point of views in community. Redevelopment without compromising on height and green space.	Medium Medium
4	ML Ready Mix Environmental Issue	Slow moving city and province Legal issues	Medium Low
5	Slow moving city processes	Bureaucracy Councilor Grimes office	Low Medium

Strategies

	Opportunity Summary	Strategy
1	Membership/Revenue of the MRA	<p>Continue to raise awareness of the MRA (and its mandate) with key community stakeholders in the community by continuing to refine our communication plan.</p> <p>Increase membership of the MRA and look for alternative revenue streams by increasing community outreach and sponsoring key activities.</p>
2	Public consultation process	<p>Create opportunities for public consultation through communicating city opportunities, creating opportunities through our open meetings or by encouraging communication from City offices.</p>
3	Mimico 20/20 process	<p>Build liaisons with key political and bureaucratic stakeholders by ensuring two way communication to the MRA and ensure the MRA's position is well understood.</p>
4	ML Ready Mix Environmental Issue	<p>Continue to raise awareness of ML Ready Mix's violations and support the affected community with persistent contact with all levels of government.</p>
5	Slow moving city processes	<p>Increase communication with key political and bureaucratic stakeholders to ensure community issues are being addressed.</p>