



PRESS RELEASE

Monday, January 31, 2022

Beaubassin-est adopts its Strategic Plan

The Beaubassin-est Rural Community adopted a new Strategic Plan to guide its actions over the next few years. The Council's vision is "A roof for everyone" and its mission is "Building a united and healthy community together". The fundamental values of this plan are: "Collaboration, Dynamism, Solidarity and Peace".

Strategic pillar "Sustainability"

Under the "Sustainability" strategic pillar, the Council is looking into the implementation of the recommendations of the "White Paper" to ensure a smooth merger of Beaubassin-est and Cap-Pelé. "At the level of public services, the Council wants to address essential services such as roads, brush cutting, water and sewers, as well as lighting," says Mayor Louise Landry. The municipality is also continuing efforts to ensure public safety, in terms of emergency measures, and with the ongoing collaboration with Fire Departments and RCMP. The Council also wishes to act to ensure access to high-speed Internet throughout the territory.

The Council will also analyze current and future needs for diversified housing and create a working group with designers. "We will also analyze workforce requirements to make a strategy to develop, retain and attract talent to ensure population growth," adds Ms. Landry. The Council wishes to develop strategic partnerships with local and regional infrastructure projects, such as the partnership with the Cap-Pelé Intergenerational Community Center project, for the development of a commercial-industrial park, the revision of the development plan and the continuation of the five-year plan projects of the Canada Community-Building Fund, including a partnership for the construction of the playground at Père-Edgar-T.-LeBlanc school.

Strategic pillar “Entertainment”

Under the “Entertainment” strategic pillar, the Council wishes to pursue community development by developing access to public beaches for swimming and nautical activities, by supporting cultural and artistic organizations, heritage sites and community centers, and by studying the aspect of culinary autonomy. The Council has integrated the Cultural Plan adopted in 2015 into its Strategic Plan in order to pursue the initiatives put in place. "In terms of active life, elected officials are investing efforts in the development of trails and sports and recreational infrastructures", specifies the Mayor.

Strategic pillar “Celebration”

Under the “Celebration” strategic pillar, the Council will analyze the different models for tourism and see to the implementation of the ideal model, by doing the asset mapping of tourist attractions. In terms of communications and marketing, the Council will develop an internal and external communications strategy upstream with the objectives of the Strategic Plan. Promotional tools will be developed to inform the population of all these achievements in our beautiful community.

The Strategic Plan will be available on the beaubassinest.ca website under Municipality / Budget, Financial Statements, Plans and Reports. For more information, contact the administration at 532-0730.

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