

Dawson Citizens Improvement Association
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DAWSON CITIZENS IMPROVEMENT ASSOCIATION STRATEGIC PLAN

2021

This document outlines the Strategic Plan of the DCIA, as well as an overview and Mission Statement.

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Overview

The Dawson Citizens Improvement Association is a not-for-profit incorporation which was established in 1978 for the township residents of Meldrum Bay. The DCIA board is composed of seven elected volunteers-a President, Vice President, Secretary/Treasurer and 4 Directors. The DCIA manages assets for the citizens of Dawson Township, with financial support from the Local Services Board. These assets are the Community Hall, the Meldrum Bay Marina and Campground.

The DCIA is responsible for the daily operation of the marina and campground, ensuring recreational services are provided to the community and tourists. The marina offers RV and boat pump out services, refueling, long and short-term docking, and boat launching. The campground presently has eighteen campsites, twelve offering both hydro and water. There is also a small building housing male and female washrooms, as well as a storage area for employees.

The DCIA is also responsible for the Community Hall which is utilized by residents of Dawson Township and visitors for fundraising events, community dinners and social events. The upkeep on this building is mostly done by volunteers. Presently the Hall is not in use, as COVID restrictions apply and it is in need of major repairs.

LETTERS PATENT JULY1978-MISSION STATEMENT

To carry on a community program of recreation within the meaning of the regulations under the Ministry of Culture and Recreation Act, and to provide for the establishment, operation and maintenance of community centres pursuant to the Community Centres Recreation Act and the regulations made thereunder.

President Rene Bazinet
Vice President Joe Weston
Secretary-Treasurer Paul McAlister
March 1, 2021

1) Safety

Dawson's Citizens are committed to adhering to Municipal, Provincial and Federal safety guidelines under the Ontario Health and Safety Act and the Workplace Discrimination and Harassment Prevention Policy, for the safety and security of our members, colleagues, employees, customers and the public. We also pledge to abide by the Sudbury and District Health Unit's COVID regulations and restrictions, by constantly monitoring updates and through the creation of our 'COVID Safety Plan'.

Our members promise to develop and maintain safe spaces by; posting proper signage in cautious areas, such as beaches and parking; adhering to policies and procedures; improving walkways, docks and parking areas; creating a safe designated swimming area; utilizing security cameras in vulnerable areas; creation of a kayak/paddle board launch area; developing a volunteer Coast Guard Liaison Team; continuing proper and regular inspections, maintenance and repairs on all buildings and equipment.

Due to erosion from high water levels the marina will require three new docks, including new cribbing and supports, as well as the reconstruction of the waterfront walkway. Until the DCIA secures funding for this costly project, the affected areas will be cordoned off, limiting access and cautioning visitors of the hazard.

2) Community Engagement

The DCIA belongs to the residents of the township of Dawson and owns property, buildings and a business within the township. Board members are committed to transparency and continuing communication by:

- Inclusion of the community in all planned events & programs.
- Encouragement of participation by members in all volunteer opportunities and offers of employment.
- Development of an improved website which may include a member only log in for viewing notices of all public meetings, previous meeting minutes, up-coming events etc.
- E-Mailing any notices, meeting minutes, event posters to the direct mailing list of community members (available to any members who provide their email address to the board Secretary).
- Making hard copies of notices, meeting minutes and event posters available to those without internet access.
- Maintaining the Meldrum Bay Hall for the use of all community members, by performing regular inspections and seeking professional quotes for repairs to project budgets and request funding from outside sources.
- Supporting and promoting community events to be held at the Hall.
- Presenting all financial records of the Meldrum Bay Marina and Campground at the annual public meetings.

3) Communication and Marketing

The DCIA owns and operates the Meldrum Bay Marina and Campground which provides seasonal services to the public at large such as; RV and tent camping, boat dockage, boat launching, fuel, sewage pumping and a beach area. In order to maintain fiscal responsibilities, we endeavor to advertise and market the Meldrum Bay area and the Marina and Campground by improving the current website to include online bookings, news and events, a weekly Blog, and updated pictures.

Through the development of social media aps (ie. Facebook, Instagram, and our website), we are able to promote programs, events and our business to a more far-reaching audience. New improved facilities (ie. Beach and docks) can be promoted via these mediums as well.

The DCIA owns the Meldrum Bay Community Hall which has a well-equipped commercial kitchen, dining area and second floor meeting room. It is available for private functions, community dinners and social events. The hall is a good venue for promoting the town of Meldrum Bay.

The DCIA Board members include a liaison with the Western Manitoulin Network Committee Project supported by the Lacloche/Manitoulin Business Assistance Corporation. This Federal initiative focuses on promoting the West end of Manitoulin island by building partnerships with neighbouring communities, providing funding for marketing projects and sharing ideas on how best to encourage the general public to visit Meldrum Bay.

Marketing can also be achieved by development of a brand and logo through consistent signage, uniforms for volunteers and employees, and a constant colour scheme for park and marina buildings and outdoor furniture.

4) Increased Revenue

In order to financially sustain the current community owned business, the DCIA Board must focus on our customer's needs, expanding our market, and maintaining/improving our current facilities. This will be done by:

- Developing fundraising initiatives which expand beyond our community/membership.
- Continuing to research, and apply for, applicable Provincial and Federal government grants/loans.
- Improving current facilities by researching other similar businesses, to appeal to our customers.
- Decreasing costs by utilizing volunteers and accepting donations.
- Expanding campsites and dock sites to allow for an increase in customers/revenue.
- Advertising fuel and sewage pump services to local communities.
- Communicating with customers to determine if services/facilities should be expanded and or improved.

DCIA STRATEGIC PLAN

Contact Information

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Company Information

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