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**Media Release**

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For Immediate Release**

**MUNICIPALITY OF BRIGHTON  
UNDERTAKES STRATEGIC PLANNING**

**Brighton, ON** - A special Council meeting was held on June 7, 2011 to undertake the first step in Strategic Planning for the municipality.

“Council and senior staff spent 5 hours carrying out a thorough review of demographics; a scan of the social, political, technological and economic environments; and a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) for the municipality” stated Mayor Mark Walas.

The results of the session will be put into a report and provided at the Public Input Session on June 21, 2011 at 7:00 p.m. at the King Edward Community Centre. Mayor Walas continued “We look forward to receiving comment and input from our community to help shape the future of Brighton.”

Following the community input session Council will meet to finalize the plan to develop targeted, achievable, and sustainable priorities for the term of this Council and beyond.