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Media Release

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For Immediate Release**

MUNICIPALITY OF BRIGHTON UNDERTAKES STRATEGIC PLANNING

Brighton, ON - The Municipality of Brighton will begin its Strategic Planning process on June 7, 2011. Mayor Mark Walas has called a special Council meeting for 3:00 p.m. at the King Edward Community Centre for Council to undertake the first step including a review of demographics, a scan of the social, political, technological and economic environments, and an interactive SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) for the municipality.

A community input session will be held on June 21, 2011 at 7:00 p.m. at the King Edward Community Centre to obtain public comment and input.

“This Council is committed to an inclusive Strategic Planning process involving Council, staff, partners, and stakeholders” stated Mayor Mark Walas. “The June 7th Council meeting will be followed by a public session where the community and stakeholders will be involved in guiding our investments and allocating our resources for an effective and efficient government.”

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.