

# Best Practice

## Town of Herbert Council supports active participation in regional collaborative initiatives

### CONTACT

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### THE PRACTICE

A lack of community pride, long standing non-participation in inter-municipal co-operation, and an extremely negative attitude about the community and the future of the community resulted in council to pursue active participation in regional collaborative initiatives. By becoming active in regional collaborative initiatives council felt it would raise the awareness of the value of working with surrounding municipalities and other organizations to instill a more positive attitude through progressive thinking and this would result in enhanced community pride and the ability to promote growth in the business and residential climate of the Town of Herbert.

### THE PROCESS

A complete change in the members on council took place at the 2003 civic election and the will to take a more positive direction for the town evolved with the change in attitude and thinking of the new council. Members of council became involved on inter-municipal committees and the mayor actively participates in regional collaborative initiatives. The mayor of Herbert has been an active and committed member of many local and regional community organizations.

### THE RESULTS

The change in attitude from negative to positive was a major result. Exposure through active participation expanded recognition of the Town of Herbert to the regional, provincial, national and international scene. The Town of Herbert is recognized as an active participant and supporter of collaborative regional initiatives. Three community pride videos done in co-operation with SCN TV, and the Tourism Information Centre reports from visitors shows a positive response to the results of the initiatives embarked upon by the Town of Herbert council.

### LESSONS LEARNED

The Town of Herbert learned that of a change in attitude from a negative to a positive within the municipality and the will to act upon that change has produced a benefit of markedly improved community pride and effectively involving the community in enhance opportunities for growth and expansion. There has been a significant impact on the viability of the community as the positive attitudes foster a climate of progress and a will to plan for progress today and into the future. This addresses sustainability, capacity building through planning and commitment to regional collaboration.