



# MONTHLY REPORT

<b>To:</b>	<b>Mayor Stratthdee and Members of Council</b>
<b>From:</b>	<b>Corporate Services</b>
<b>Date of Meeting:</b>	<b>28 March 2017</b>
<b>Subject:</b>	<b>COR 13-2017 March Monthly Report (Corporate Services)</b>

## RECOMMENDATION

THAT COR 13-2017 be received as information.

## DEPARTMENTAL HIGHLIGHTS

### Clerks Department

- Lottery Licenses
  - Reviewing numerous Final Reports of Licensee's from 2016 issued licenses
- Accessibility
  - Committee provided feedback on the Cadzow Park playground design concept as it pertains to accessibility
- Municipal Election 2018
  - Planning and collaborating with local municipalities on meeting requirements resulting from changes to the Municipal Elections Act.

### Corporate Communications

- Corporate Communications Strategy
  - The final plan has been delivered to Communications staff and will be brought forward to Council at the April 18 Strategic Priorities Committee meeting.
- Media Relations
  - Sent out 10 media releases between mid-February and mid-March
    - Releases resulted in 24 media stories from 4 media outlets (St. Marys Journal Argus, St. Marys Independent, Stratford Beacon Herald, My Stratford Now)
    - 40 "unsolicited" news stories about St. Marys also appeared in various media outlets (unsolicited news stories are those that were not prompted by a formal media release)
- Social Media (since February 17):
  - Facebook:
    - 445 page views
    - 62 new likes (up 100%)
    - 21,816 users reached (down 35%)
    - 10,816 post engagements (up 35%)
  - Twitter
    - 19 new followers
    - 110 link clicks
    - 19 retweets

- 18 likes
  - 3 replies
- Publications
  - 2017 Spring & Summer Programs and Services Guide
    - 700 copies available at select municipal facilities on March 8
    - 3,500 copies distributed by the St. Marys Independent the week of March 13
    - Digital version available online
- Advertising & Promotional Campaigns
  - Advertisements placed for:
    - Emily St Reconstruction Open House, Volunteering (Huron-Perth Boomer magazine), St. Marys/Exeter Times/Stratford Gazette Bridal Edition combined rentals and civil ceremonies ad
  - Recreation and Leisure Services Master Plan promotional campaign
  - Cadzow Park playground survey development and promotion in collaboration with Building and Development team

## Events

- Canada 150
  - Developed website content and promotional banner for the event
  - Communications campaign rolled out early late February/early March
  - Internal and External committees met in February and March
- Heritage Festival
  - Researched and booked signature performers for the event (Ultimutts Dog Show, the Fire Guy) and confirmed a number of other entertainers/vendors/activities (Katie the Great, Willie B Ballooning, Grand River Inflatables, etc.)
  - Researching options for opening act for Street Dance
  - Sponsorship package distributed to attendees at BIA meeting and posted online week of March 13
  - Website content updated

## Information Technology

- 26 Support Tickets Closed
- Lind Sportsplex and Landfill fiber splicing complete
- Fixed issue with Card access logging.
- Disabled obsolete encryption and re-issued SSL certificates for town sites that are no longer supported by current browsers.
- Mail server outage for ½ day due to inadequate backup resources. 2017 capital project will correct the issue.

## Geographic Information Systems (GIS)

- Selling excess inventory from the old child care centre on govdeals.ca
- Scheduling 35 pickups for old child care centre
- Front line IT support for multiple departments
- Ongoing GIS work and updates
- Creation of mailing lists for Town staff
- 24 Locates for February up 26% from last February
- Creation of multiple maps for various departments
- Work on resetting Youth Centre computers

## Economic Development

- Partnership Development
  - Ontario Ministry of Agriculture & Rural Affairs (OMAFRA): Continued to work with Vicki Lass to move the Perth4Youth project forward and develop a Strategic Planning training program for the BIA.
  - Stratford & Area Chamber of Commerce: Continued to request a meeting and/or attendance at a Board Meeting to discuss and develop a strategy for how to best work together to support businesses in 2017.
- Labour Force
  - Perth4Youth Project:
    - Survey: Worked with St. Marys Core Team to finalize and distribute the survey.
    - Attended the Core Team Training Session #2 in Stratford, and with Ciaran Brennan, Supervisor of Recreation & Youth Services, attended two youth-related community meetings to promote participation in the Perth4Youth Project.
    - In collaboration with Perth South, designed, implemented, and facilitated a Perth4Youth Open House & Discussion on March 8 at the PRC to get input into the project from the St. Marys community.
- Business Attraction, Retention & Expansion
  - Coordinated and facilitated an interdepartmental consultation meeting with potential purchasers of a downtown building.
  - Conducted a site visit of a new downtown business to assess progress and provide information on signage.
  - Worked with a start-up business owner on their Business Plan to get it ready for a funding application.
  - Consulted with a start-up business owner to discuss developing a Business Plan, getting involved in local business events, and developing a network in St. Marys.
  - Coordinated a location and date for the St. Marys March Business Networking Breakfast, and for a future business training session, to be managed by the Stratford Perth Centre for Business.
- Downtown St. Marys
  - St. Marys Business Improvement Area (BIA):
    - Created the February 2017 and March 2017 Agenda Packages and Meeting Minutes for the BIA Board (temporary role while the BIA was hiring an Administrative Assistant).
    - Assisted BIA with understanding applicable legislation, policies, and procedures.
    - Met with the BIA's new Administrative Assistant to provide information on key issues, processes, and tasks.
    - Developed the program and contents for the BIA Strategic Planning Session, to be delivered in collaboration with Vicki Lass, Ontario Ministry of Agriculture & Rural Affairs (OMAFRA) at the BIA's April 10 meeting.
- Program Management & Development
  - VIA Services:
    - Worked with Bethany Kearsley, Museum Team Member & VIA Attendant, to review historic VIA files and create a new system for organizing information.
    - Created a postcard to communicate St. Marys Train Station hours, where people can purchase tickets in St. Marys, and key contact information.
  - Economic Development Advisory Committee (EDAC):

- Organized and chaired March 2017 EDAC meeting; the session focused on identifying the tools and information we need to develop to be perceived as “investment ready”.
- Worked with Perth South Staff to create an Agenda for a joint Economic Development Committee meeting.
- Sector and Issue-Specific Projects
  - Tourism:
    - Hosted the Executive Director and Tourism & Member Services Manager from the Stratford Tourism Alliance (STA) in St. Marys. Visited their current Members and introduced them to potential Members.
    - Met with the Perth County Tourism Specialist to discuss potential collaboration.
    - Created an advertisement for the STA Shopping Guide.
    - Met with a representative from the Journal Argus to discuss collaborating on the 2017 St. Marys Visitors’ Guide produced by the Journal Argus.
  - Art & Culture: Worked with the St. Marys Station Gallery group to coordinate upcoming exhibits and develop a Contract.

## **OUTSTANDING ISSUES AND PROJECT LIST**

### Clerks Department

- Research, amend or write dated or missing bylaws.
- 2018 Elections planning – creation of policies and procedures, acquisition of equipment contracts (RFPs), etc.

### Corporate Communications

- Corporate Communications Strategy roll-out – Spring 2017

### IT

- Configure switches and install hardware for Landfill and Lind Sportsplex to complete dark fiber conversion.
- Install IP phone set at Landfill with internal extension number.
- Investigate additional Fiber connection to create redundant network links for main sites/scada (water) communications

### Economic Development

- Perth4Youth Project
- Formalization of Business Consultation Program and materials

## **SPENDING AND VARIANCE ANALYSIS**

Nothing to Report.

Respectfully submitted,



Trisha McKibbin  
Director of Corporate Services/Deputy Clerk



Brent Kittmer  
CAO / Clerk