



# 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>25 April 2017</b>
<b>Subject:</b>	<b>COR 20-2017 April Monthly Report (Corporate Services)</b>

## RECOMMENDATION

THAT COR 20-2017 April Monthly Report (Corporate Services) be received for information.

## DEPARTMENTAL HIGHLIGHTS

### Clerks Department

- Municipal Agreements – implemented changes to the retention of municipal agreements. Process included locating and reviewing existing agreements; collection of pertinent information including but not limited to period of agreement and budgetary impact of agreement; digitalization of record; and practical filing system utilized to store records
- Municipal Bylaws – undertaking a review/prioritization of bylaws requiring amendment or repeal
- Accessibility - Committee provided feedback on the Queen Street Gateway project as it pertains to accessibility

### Corporate Communications

- Corporate Communications Strategy
  - Final plan has been delivered to Communications staff and will be brought forward to Council at the May 16 Strategic Priorities Committee meeting.
  - Presented at All Staff meetings to build awareness about the department in response to feedback found through the corporate communications survey
- Media Relations
  - Sent out 8 media releases between mid-March and mid-April
- Social Media (since March 16):
  - Facebook:
    - 305 page views (down 28%)
    - 17 new likes (down 73%)
    - 11,603 users reached (down 47%)
    - 6,451 post engagements (down 39%)
  - Twitter (since March 16):
    - 15 new followers
    - 84 link clicks
    - 9 retweets
    - 9 likes
    - 2 replies
- Advertising & Promotional Campaigns

- Advertisements placed for:
  - Stratford Summer Music: Shopping in Downtown St. Marys
  - Stratford Gazette (Swan Parade): Shopping in Downtown St. Marys
  - Journal and Independent: Wellington Street Bridge Tender Notice
  - Journal and Independent: Water Flushing and Valve Exercising
- Promotional campaigns in progress and/or being planned for:
  - Fire Department Scrap Metal Pick-up
  - Bids and Tenders “soft-launch”
  - Emily Street reconstruction
  - Senior’s Month
  - Town-wide emergency exercise
  - Spring and summer recreation programs
  - Vulnerable Person’s Registry
  - Leaf and yard waste program changes
- Publications
  - 2017 Fall & Winter Programs and Services Guide
    - Met with Community Services content contributors on April 10 with goal of refining the content submission process for future editions

## Events

- Canada 150
  - Continued to coordinate with internal and external committees to arrange entertainment, vendors and activities for event
    - Second community committee meeting planned for Tuesday, April 18
  - Updated website with additional details about the event
  - Sent out initial media release to advise public on plans for the event; shared to social media
  - Currently planning communications campaign focused on recruiting volunteers and building awareness and excitement around the event
- Heritage Festival
  - Updated website with new information about this year’s event, including vendor, sponsorship and volunteer opportunities
  - Distributed vendor and sponsorship packages to local businesses
    - Currently have approximately 15 vendors and 2 sponsors committed to the event; will continue to encourage local businesses and organizations to get involved
  - Currently planning communications campaign focused on recruiting volunteers and obtaining sponsorships

## Information Technology

- 28 Support Tickets Closed
- Finalized Landfill/Lind dark fiber conversion
- Researched proper Backup solution and prepared RFQ
- Began creation of camera network, for future expansion

## Geographic Information Systems (GIS)

- 39 Locates for March up 5% from last March
- 5 Municipal Consent requests processed
- Front line IT support for multiple departments
- Ongoing GIS work and updates
- Creation of mailing lists for Town staff

- Creation of multiple maps for various departments including one for Town wide emergency exercise
- Continuing work on Youth Centre computers
- Quoted for colour toner for printers at the PRC and Child Care

## **Economic Development**

- Partnership Development
  - Working with OPP and BIA to develop a Crime Prevention & Awareness Seminar for May 8, 6pm, Town Hall Auditorium.
  - Attended myPerthHuron launch. The United Way Perth-Huron's Social Research & Planning Council and the University of Waterloo's Computer Systems Group have partnered to create an online community trends indicator system to help track our local community well-being and vitality. It will be based on the Canadian Index of Well-being's domains of Education, Democratic Engagement, Leisure & Culture, Environment, Healthy Populations, Time Use, Community Vitality, and Living Standards.
- Labour Force
  - Perth4Youth Project: Hosted Core Team Training Session in St. Marys.
  - Youth Survey closed; 75 completed surveys, 253 partially completed surveys.
  - A grant application to the LIBRO Prosperity Fund for a Youth Professional Development Program has been submitted.
- Business Attraction, Retention & Expansion
  - Coordinated speaking event for May 16 and secured partnership funding from all lower tier municipalities in Perth County and Perth County. Keynote speaker is Doug Griffiths, President of 13 Ways. His talk is entitled 13 Ways to Kill Your Community and is an entertaining and passionate presentation about the attitudes and actions that will define success or failure of a community.
  - Secured free Growth Wheel Training for St. Marys; Growth Wheel is a decision-making tool for start-ups and growth companies. It helps entrepreneurs and business advisors Get Focus, Set Agenda, Make Decisions, and Take Action.
- Downtown St. Marys
  - St. Marys Business Improvement Area (BIA): Attended the Ontario Business Improvement Area Association (OBIAA) Conference April 3-4.
  - Hosted Strategic Planning Session I April 10, led by OMAFRA. Seventeen participants. Sessions II and III planned for May and June.
- Program Management & Development
  - VIA Services: A meeting with representatives from VIA Rail Canada has been set for May 10.
  - Economic Development Advisory Committee (EDAC): April 10 EDAC Meeting – identified information that should be included on the website and in Community Profile, Investor Packages, New Business Packages.
- Sector and Issue-Specific Projects
  - Tourism:
    - A Rural Economic Development (RED) Grant application for developing a Signage & Wayfinding Plan for the Town has been submitted.
    - Partnered with the Journal Argus on their Visitors' Guide to update the Town's information. The Town's advertisement about the key amenities in St. Marys will be on the back page of the guide.
  - 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**

- Municipal Election 2018
  - Secure vote counting equipment
  - Review election bylaws and policies to meet requirements resulting from changes to the Municipal Elections Act.

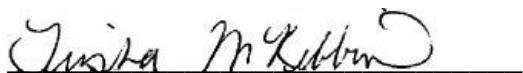
### **IT**

- RFQ for Backup released. Will begin implementation as soon as products are received
- RFQ for Computer replacements to be released
- Install IP phone set at Landfill with internal extension number

## **SPENDING AND VARIANCE ANALYSIS**

None.

Respectfully submitted,



Trisha McKibbin  
Director of Corporate Services / Deputy Clerk



Brent Kittmer  
CAO / Clerk