

MONTHLY REPORT

To:	Mayor Stratthdee and Members of Council
From:	Corporate Services
Date of Meeting:	27 June 2017
Subject:	COR 27-2017 June Monthly Report (Corporate Services)

RECOMMENDATION

THAT COR 27-2017 June Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Clerks Department

- Municipal Agreements – working towards creating internal document regarding the execution of documents which will assist staff with the process for who has the authority to execute, what type of document required what authorization and what conditions must be satisfied prior to execution.
- Lottery Licenses – reviewing Final Reports and applications for new licenses.
- Bylaws – reviewing and updating several bylaws

Corporate Communications

- Corporate Communications Strategy
 - Staff will present the implementation plan to Council in August
- Media Relations
 - Sent out 11 media releases between mid-May and mid-June
 - Resulted in 64 solicited news stories
- Social Media (since May 15):
 - Facebook:
 - 465 page views (up 16%)
 - 67 new likes (up 34%)
 - 38,572 users reached (up 42%)
 - 19,945 post engagements (up 32%)
 - Twitter (since May 15):
 - 16 new followers
 - 104 link clicks
 - 33 retweets
 - 21 likes
 - 4 replies
- Advertising & Promotional Campaigns
 - Wellington Street Bridge, Quarry Jumpstart Polar Dip, Seniors' Month, Emergency Services Exercise, Leaf and Yard Waste Collection
 - St. Marys Quarry (cliff jump re-opening, kick-off party, BX 93 participation)
- Publications
 - 2017 Fall & Winter Programs and Services Guide
 - Work continues on editing and design

Events

- Canada 150
 - Planning continues for the event. Food vendors, performers and logistics have been confirmed.
- Heritage Festival
 - Planning continues for the event. Vendors, performers and logistics have been confirmed.
 - Festival has two new features for 2017
 - Off the Wagon Players presenting a free, Canada 150-themed play on Friday, July 7
 - BIA hosting a community picnic on Saturday, July 8, between the end of the Festival and the start of the Street Dance
- To date, sponsorship for summer events is down approximately \$2,000 compared to 2016. Staff are continuing to seek sponsorship for summer events.

Information Technology

- Live backup solution implemented and working. Resulted in doubling the size of email mailboxes.
- Computer replacements have arrived and are being rolled out to staff
- Working to complete City Wide FMW (Finance Software) installation
- Assisted with Escribe migration for Council Agendas and Minutes

Geographic Information Systems (GIS)

- 104 Locates for May, 1% decrease from last May
- 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
- Begun roll out of new capital computers to staff

Economic Development

- Partnership Development
 - Represented the Town at the Vital Conversations event on June 9.
 - A joint meeting of municipal economic development staff in St. Marys, Stratford, and Perth County (including all lower-tier municipalities) was held on June 22. The purpose of the meeting was to talk about each municipality's economic development projects, key issues, and identify partnership opportunities.
- Labour Force
 - Staff attended Skills Advance Ontario (SAO) Project. The SAO is a new sector-focused workforce development pilot that will support Partnerships that bring sector-based Employers and Employment Ontario (EO) service providers and training providers together to develop a pool of job-ready, skilled workers that meet workforce development needs.
- Business Attraction, Retention & Expansion
 - Interviewed new businesses on experiences starting a business in St. Marys.
 - Met with Coldwell Banker Realtor Group to talk about their information needs and how we can best work together.
 - New Business consultations: hair salon, spice store.
 - 13 Ways to Kill Your Community event was held on May 16. Over 200 people attended from across Perth County.
 - St. Marys Business Networking Breakfast was held on June 10 at the St. Marys Golf &

Country Club; sponsorship was secured for the event. There were over 60 guests representing 35 different organizations and businesses.

- Inaugural St. Marys Business Update was launched in May. Through email it will provide the business community with information on new businesses, events, supports, and town projects.
- Sector and Issue-Specific Projects
 - Tourism:
 - Completed Town of St. Marys Maps; delivery anticipated for June 23.
 - Completed advertising banners with the message “Visit Beautiful St. Marys”. To be placed at the PRC and other Town facilities and/or events as appropriate.
 - Completed 2017 Contracts for five St. Marys Tourism-Oriented Directional Signing (TODS) Program: Downtown St. Marys, Museum & Archives, Pyramid Recreation Centre, St. Marys as an attraction (general), and The St. Marys Quarry. The St. Marys Quarry TODS sign is new in 2017.

VIA Services

- Staff met with VIA Rail Canada representatives to discuss the St. Marys VIA Services. A staff report to Council on the discussion and outcomes will be forthcoming.

SPENDING AND VARIANCE ANALYSIS

No variance to report.

REVIEWED BY

Recommended by the Department



Trisha McKibbin
Director of Corporate Services / Deputy Clerk

Recommended by the CAO



Brent Kittmer
CAO / Clerk