

# 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 July 2017</b>
<b>Subject:</b>	<b>COR 28-2017 July Monthly Report (Corporate Services)</b>

## RECOMMENDATION

THAT COR 28-2017 July Monthly Report (Corporate Services) be received for information.

## DEPARTMENTAL HIGHLIGHTS

### Clerks Department

- Lottery Licenses – reviewing Final Reports and applications for new licenses (ongoing)
- Bylaws – reviewing Open Air Burning and Quarry Use By-laws; consulting with Attorney General and Regional Senior Justice to ensure short form wording for Part I Provincial Offences Act enforcement is approved.
- Legislation – with recent changes to several pieces of Municipal Legislation including Bill 68, Modernizing Ontario's Municipal Legislation Act; Bill 181 Municipal Elections Act Modernization Act staff are reviewing implications, requirements and determining a course of action for the municipality.

### Corporate Communications

- Corporate Communications Strategy
  - Staff will present the implementation plan to Council in August
- Media Relations
  - Sent out 6 media releases between mid-June and mid-July
  - Resulted in 40 solicited news stories
- Social Media (since June 15):
  - Facebook:
    - 75 new page likes; 82 new page followers
    - Best performing paid post: Canada Day event post (\$100 over 38 days). Ad reached almost 9,000 users and resulted in 892 engagements (248 photo clicks, 171 link clicks, 15 page likes, 7 comments and 98 shares)
    - Best performing non-paid post: Shared narcity blog post about the Quarry. Post reached almost 8,500 users and resulted in 147 engagements (626 post clicks, 81 likes, 7 loves, 4 comments, 55 shares)
  - Twitter (since June 15):
    - 36 new followers
    - Best performing tweet: Photog of BX93 and parade participants posting before Quarry Cliff Jump Parade. Post reached 2,701 users and resulted in 307 engagements.
- Promotional & Promotional Campaigns
  - Future Solid Waste Disposal Needs Environmental Assessment Draft Report, Wellington Street Bridge, Municipal Holiday Hours, St. Marys Quarry (cliff jump re-

opening, kick-off party, BX 93 participation), Online registration for summer swimming lessons, Seniors Month, Severe weather safety tips, Warner and Jones St. reconstruction, Street light globe replacement, Landscape gateway feature

- Publications
  - 2017 Fall & Winter Programs and Services Guide
    - Will be submitted to printers week of July 17; on track for distribution online, at Town facilities and via newspaper insert late-July/early August.

## **Events**

- Canada 150
  - All vendors, vendors and activities were well attended and successful.
  - Peak time saw 1,500+ people in Cadzow Park
- Heritage Festival
  - All vendors, vendors and activities were well attended and successful.
  - 40 vendors lined the streets – the highest number ever.
  - Festivalgoers stayed on the street until after 4:00p.m., much longer than in past years.
  - Off the wagon Players Canada 150-themed paly was a success – auditorium was at full capacity.
  - BIA's inaugural community picnic was well attended.
  - Attendee and vendor feedback now being collected through two separate online surveys.

## **Information Technology**

- 39 support tickets closed
- Implemented and testing backup servers
- Finalizing City Wide FMW (Finance Software) installation
- Continuing rollout of computer replacements
- Purchased additional phone extensions for current needs as well as in preparation for emergency response situations.

## **Geographic Information Systems (GIS)**

- 76 Locates for June up 21% from last June
- 13 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

## **Economic Development**

- Partnership Development
  - A joint Economic Development Meeting was held with Perth South. Discussion focused on potential partnerships including: Youth Engagement & Retention, hosting a joint Business Networking Breakfast in the fall, collaborating with Perth County municipalities and Stratford to host speakers, marketing opportunities to highlight local food, and ideas for Rural Economic Development (RED) funding. The next Joint Economic Development Meeting will occur in August 2017.
  - Conestoga College Career Services: met with Eva Skuza, Career & Work Coach / Employer Liaison to discuss how to collaborate. Ms. Skuza will be added to the Economic Development Contact List and will be contributing to the St. Marys Business Update Newsletters.
  - Business Directory & Available Lands & Buildings Database Meeting: All Perth County municipalities and the County of Perth met to discuss developing a joint Business Directory and Available Lands & Buildings module for our respective websites.

- Met with the Joani Gerber, the new CAO of investStratford to discuss collaboration and areas in common.
- Economic Development staff from Stratford, Perth County, Perth County municipalities, and Town of St. Marys met to discuss priorities, areas in common, and potential partnerships.
- Represented St. Marys at the Community Futures Development Corporation (CFDC) Annual General Meeting.
- Labour Force
  - Perth4Youth Project: Two youth-focused workshops addressing preliminary results of survey distributed through the Perth4Youth Project: Generational Differences (July 20) and Personality Dimensions (August 1). Workshops are free and open to youth 13-21.
  - Attended the launch of Summer Company; a program that provides grants for students between the ages of 15 and 29 and returning to school to start and operate their own business for the summer. This program is available to students in Stratford, St. Marys and Perth County.
  - Skills Advance Ontario Project: attended second meeting which focused on reviewing the draft curriculum and discussing how to advertise the program.
- Business Attraction, Retention & Expansion
  - Developing the St. Marys Business Tool Kit. This publication will provide information on key issues affecting all businesses, contact information, the message that St. Marys Staff is here to help and that the Economic Development Division is the “one stop” for inquiries.
  - Working with Perth South and the Stratford Perth Centre for Business on co-hosting a Business Networking Breakfast for fall 2017.
- Downtown St. Marys
  - Facilitated the second BIA Strategic Planning Session with Vicki Lass, Agriculture and Rural Economic Development Advisor Huron & Perth. This session focused on understanding strengths, weaknesses, opportunities and threats.
- Sector and Issue-Specific Projects
  - Tourism:
    - Met with Friends of the Library (FOL) to work out the details of developing a Tourism Hub for the Library; the FOL representatives confirmed that this would be a good addition to the Library.
    - Completed a first draft of the Stories of the Stonetown publication for review by stakeholders.

#### **VIA Services**

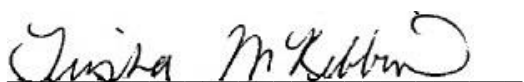
- Staff met with Megan Roberts, VIA Rail Canada Trainer, to review the St. Marys VIA Services Standard Operating Procedures (SOP) Manual to ensure that we are in line with VIA Rail Canada policies and procedures.

## **SPENDING AND VARIANCE ANALYSIS**

Nothing to report at this time.

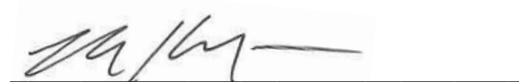
## **REVIEWED BY**

Recommended by the Department



Trisha McKibbin  
Director of Corporate Services / Deputy Clerk

Recommended by the CAO



Brent Kittmer  
CAO / Clerk