

MONTHLY REPORT

To:	Mayor Stratthdee and Members of Council
From:	Corporate Services
Date of Meeting:	26 September 2017
Subject:	COR 37-2017 September Monthly Report (Corporate Services)

RECOMMENDATION

THAT COR 37-2017 September Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Clerks Department

- Licensing
 - Lottery– Issued 20 licences YTD compared to 22 in 2016
 - Taxi Licensing – Issued 5 Vehicle licences YTD, 6 temporary Driver licences and 8 annual Driver licences YTD
- Bylaws
 - reviewing and updating a number of bylaws; Refreshment Vehicle, Heritage Property Tax Rebate, Traffic Bylaw
- Delegation of Authority – reviewing delegation of authority across the organization and ensuring compliance with Attorney General
- Heritage
 - Heritage Property Tax Rebate Program – Working towards notification of eligible property owners by mail of the program and process for applying
 - Municipal Register of Cultural Heritage Properties – working towards notification of property owners

Corporate Communications

- Corporate Communications Strategy
 - Staff presented the implementation plan to Council in September
- Media Relations
 - Sent out 6 media releases between mid-August and mid-September
 - Resulted in 23 solicited news stories
- Social Media:
 - Facebook (since August 17):
 - 31 new page likes; 32 new page followers
 - Best performing non-paid post: Shared picture of St. Marys VIA Rail train. Post reached over 7,500 users and resulted in 296 reactions, 28 comments, 46 shares and 1,059 post clicks
 - Twitter (since July 11):
 - 16 new followers
 - Best performing tweet: Shared video of Kingsway Lodge resident playing the outdoor piano. Tweet reached 1,520 users and resulted in 19 engagements.
- Promotional & Communication Campaigns

- Aquatics Centre annual maintenance closure; Water Street municipal parking lot maintenance; development charges stakeholder meeting; Rogers emergency line repairs on Queen Street; reduced lanes and sidewalk closure on Queen St. between Huron St. and Waterloo St.; Riverview Walkway sidewalk disruption; VIA Rail Station power outage
- Publications
 - Doors Open St. Marys map; edits and redesign of SOCAN and rentals brochures for recreation; VIA Rail Station postcard re-print; tour operator letter for St. Marys Museum; edits to Quarry brochure
- Issues Management
 - Precautionary boil water advisory for Emily Street area
 - Coordinated with Fire Chief and Public Works Department to ensure all residents were made aware of boil water advisory and were kept up-to-date on the situation
 - Prepared notices, service disruptions, web and social media postings; notified local media
 - Assisted with communications about the carbon monoxide emissions incident at the PRC
 - Prepared notices for minor hockey, Council; web and social media postings and a Frequently Asked Questions document for staff and public
 - Participated in After Action meetings to address gaps in communications during event
 - Working with Building Department to develop new guidelines for ensuring all appropriate parties are made aware of issues in a timely and effective manner

Events

- St. Marys Canada 150 Train welcoming (Saturday, September 2)
 - Provided coffee and Timbits; set-up tourism materials
- Festive Outdoor Light Display
 - Horse-drawn wagon rides booked for December 16, 17, 23 and 24 from 6:30 – 8:30 pm at Milt Dunnell Field
 - Town will coordinate with Kinsmen Club to arrange “lighting of the lights” following the Santa Clause Parade
 - Sponsorship letters are being prepared and will be sent out mid-September

Information Technology

- 29 support tickets closed
- Replaced various Backup Batteries due to various power outages this month
- Power loss at VIA due to transformer issue resulting in network outage, and water/SCADA communication loss
- Installed new copier at Guest services
- Preformed cellphone refresh's
- Removed IT equipment and terminated connections at previous Childcare site
- Resolved ongoing issue with FMW budgeting software

Geographic Information Systems (GIS)

- 83 Locates for August, 27% decrease from last August
- Updates to GIS property line information
- 7 municipal consent requests approved
- IT support for Town staff
- Creation of multiple maps for various departments
- Creation of mailing lists for Town staff
- GIS Data shared with police services for upcoming transition

- Large format printing for various Town events

Economic Development/Culture

- Youth Development
 - The Town was unsuccessful in its grant application to the Libro Prosperity Fund for the development of a youth professional development program. Discussion continues on how to move forward with this initiative in co-operation with county municipalities.
 - Perth4Youth Project
 - Staff have contracted Sandy McCann to write the final report for the Perth4Youth Project.
 - Perth County, lower municipalities and the Town are submitting a joint application for a Rural Economic Development grant to fund a workforce development toolkit for youth and a county-wide youth engagement/leadership event scheduled for Fall, 2018.
- Business Attraction, Retention & Expansion
 - New Business consultations: Had discussions and shared information with two prospective business operators.
- Doors Open
 - This cultural event is scheduled for Saturday, September 30.
 - 15 Sites will be participating in the event, including historic homes, churches, museums and municipal buildings.
 - A marketing campaign for this event is well underway and includes the Doors Open Provincial website, Town website, press release, and print brochure/map.
- A joint Economic Development meeting with Perth South took place on August 23. Topics of discussion included potential partnership opportunities with each other and the County, youth engagement and an upcoming networking event hosted by Perth South.

VIA Services

- There was a power outage at the Station on the morning of September 13. It was rectified in time for the 12:45 train.

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