MONTHLY REPORT

To: Mayor Strathdee and Members of Council
From: Corporate Services
Date of Meeting: 24 October 2017
Subject: COR 38-2017 October Monthly Report (Corporate Services)

RECOMMENDATION

THAT COR 38-2017 October Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Clerks Department
- Licensing
  - Lottery – Reviewing final reports and closing licences. Processing application for new licences (ongoing).
  - Taxi Licensing – Issued 2 annual Driver licences
- Bylaws
  - Reviewing and updating a number of bylaws
- Delegation of Authority – reviewing delegation of authority across the organization and ensuring compliance with Attorney General
- Remembrance Day Service
  - Planning is underway for the Remembrance Day service on November 11 and the flag placing at the cemetery on Saturday, November 4.
- Heritage
  - Heritage Property Tax Rebate Program – Notification to eligible property owners by mail has occurred. Information and application package is on website. Additional communication campaign will take place.
  - Municipal Register of Cultural Heritage Properties – working towards notification of property owners
  - Staff attended the Heritage Trust Conference, October 10-14. Sessions included presentations/discussions on incentive programs for heritage properties, property standards, cultural/heritage landscapes, maintenance of heritage buildings (windows, repointing).

Corporate Communications
- Corporate Communications Strategy
  - Posting for part-time Event Coordinator closes on Monday, October 16; interviews to follow
- Media Relations
  - Sent out 11 media releases between mid-September and mid-October
  - Resulted in 35 solicited news stories
- Social Media:
  - Facebook (since September 15):
    - 35 new page likes; 40 new page followers
• Best performing paid post: Promotional post for Doors Open. Post reached over 5,000 users and resulted in 114 reactions, 7 comments and 57 shares ($50 spent over 4 days)
• Best performing non-paid post: Shared picture of Lionvale House (last minute addition to Doors Open). Post reached almost 9,500 users and resulted in 200 reactions, 49 comments and 27 shares
  o Twitter (since September 17):
    ▪ 15 new followers
    ▪ Best performing tweet: Tweet about Fire Prevention Week and Fire Department open house. Tweet reached nearly 1,200 users and resulted in 24 engagements.

• Promotional & Communication Campaigns
  o Fall Water Flushing; Water reservoir and road reconstruction public meeting; Recreation and Leisure Services Master Plan feedback; Falls Prevention Group Exercise program update; Community Grant Program; Holiday Notices (Thanksgiving); Official Plan review process; Fire Prevention Week; Development Charges Public Meeting; Doors Open; St. Marys Fire Department annual ribs and pigtail charity dinner; James Street South construction; Council Alzheimer Coffee Break; Senior Services Scrapbooking Garage Sale
  o Craft Show (November 4) promotions planning and lawn sign design/coordination

• Publications
  o Spring and Summer 2017/2018 Recreation and Leisure Guide internal content deadlines sent out; researching alternative print options

Events
• Festive Outdoor Light Display
  o Horse-drawn wagon rides booked for December 16, 17, 23 and 24 from 6:30 – 8:30 pm at Milt Dunnell Field
  o Town will coordinate with Kinsmen Club to arrange “lighting of the lights” following the Santa Clause Parade
  o Sponsorship letters have been sent
    ▪ Have received $2,050 in sponsorships as of October 13, 2017, with more commitments forthcoming

Information Technology
• 37 support tickets closed
• Installed Public Wi-Fi near Town Hall courtyard, working improving signal
• Working on an on-premise drop-box style file sharing server for staff
• Worked with Quadro to upgrade their on-premise hardware to prepare for future Internet facing Town content (i.e. Time sheets, webmail)
• Worked with Escribe partner ISILive to install a trial encoder for recording council meetings (continuing to test)

Geographic Information Systems (GIS)
• 93 Locates for September, 53% increase from last year
• 7 municipal consent requests approved
• IT support for Town staff
• Creation of multiple maps for various departments
• Creation of mailing lists for Town staff
• Large format printing for various Town events

Economic Development/Culture
• Perth South is hosting a Networking Breakfast on October 30th, 7:30am-9:30am at the River Valley Golf Club
Youth Development
  o Perth4Youth Project
    ▪ Perth County, lower municipalities and the Town have submitted 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
  o New Business consultations: Had discussions and shared information with two prospective business operators.

Doors Open Event
  o This cultural event Saturday, September 30
  o 15 Sites will be participated in the event, including historic homes, churches, museum and municipal buildings
  o 3,625 in total attendance, up 1,459 in total visits from 2015 event
  o Out of town visitors increased dramatically
  o A marketing campaign for this event is well underway and includes the Doors Open Provincial website, Town website, press release, radio interview (Stratford) and print brochure/map
  o Walking Tour of the grounds at Westover Inn had 80 people in attendance

VIA Services
  • During the month of September there were 237 Boarding, 252 Arriving, and 80.6% of tickets were printed on site

OUTSTANDING ISSUES AND PROJECT LIST
As above.

SPENDING AND VARIANCE ANALYSIS
Nothing to report at this time.

REVIEWED BY

Recommended by the Department  Recommended by the CAO

Trisha McKibbin  Brent Kittmer
Director of Corporate Services  CAO / Clerk