

MONTHLY REPORT

| | |
|-------------------------|---|
| To: | Mayor Stratthdee and Members of Council |
| From: | Corporate Services |
| Date of Meeting: | 27 February 2018 |
| Subject: | COR 02-2018 February Monthly Report (Corporate Services) |

RECOMMENDATION

THAT COR 02-2018 February Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Clerks Department

- Municipal Election
 - Staff are developing FAQ documents/packages for voters, candidates, and 3rd party advertisers.
 - Election page on Town website has been updated and will be the “go-to” source for election information.
 - Working with Stratford and the lower tier municipalities on Terms of Reference and advertising for the Compliance Audit Committee.
 - Candidate information sessions have been set:
 - Tuesday, April 17, 2018 at 6:30pm, Pyramid Recreation Centre, 1/3 Hall, **“So You Want to Run for Council?” Candidate Information Workshop**. Speaker: Fred Dean is a lawyer who acts exclusively for municipalities across Ontario and municipal associations. He has been one of the facilitators training members of council and heads of council on behalf of the Association of Municipalities of Ontario since 2002.
 - Wednesday, April 25, 2019 at 7:00pm Perth East Recreation Complex, Milverton. The Township of Perth East, Township of Perth South, Municipality of North Perth, Municipality of West Perth and the Town of St. Marys are hosting a Candidate Information Session
 - Speakers to include Maureen Beatty and Tim Ryall, Ontario Ministry of Municipal Affairs and Housing
 - The session will include information on:
 - The Municipal Election Nomination Process & Key Dates
 - Candidate Eligibility and Duties
 - Election Campaign Rules, Finances & Compliance Audits
- Policy & Procedures
 - Consultation with Attorney General’s office complete for proposed Traffic and Parking By-law infractions
 - Finalizing Surveillance Policy for March SPC meeting
 - Educating staff on Bill 68 requirements
- Crossing Guards
 - Stabilization of crossing guard coverage. Immediate concerns have been diminished, but could arise again.

Corporate Communications

- Corporate Communications Strategy
 - Completed re-design of corporate business cards as part of the re-introduction of the Town brand; considering further strategies and tactics to for second roll-out of brand standards
 - Completed 18 quarterly communications meetings with all departments; currently completing follow up and scheduling meetings for next quarter
 - Created annual communications calendar that details all upcoming projects for 2018 to help with proactive planning and collaboration between departments
 - Re-aligned structure of Communications division to allow the Corporate Communications Specialist more time to focus on marketing and communications for the Pyramid Recreation Centre and recreation programs
 - Working with the Town's web provider to update subscription section of site to encourage more uptake on this service
 - Continued research on corporate social media policy
- Media Relations
 - Sent out 11 media releases between mid-November and mid-January
 - Resulted in 15 solicited news stories
- Social Media:
 - Facebook (since January 16):
 - 25 new page likes; 27 new page followers
 - Best performing paid post: Post promoting survey for Cadzow Park splash pad (reached 11,361 users, prompted 44 reactions, 118 comments and 18 shares)
 - Best performing non-paid post: Post promoting survey for Cadzow Park splash pad (reached 3,211 users, prompted 20 reactions, 93 comments and 20 shares)
 - Twitter (since December 14):
 - 1 new follower
 - Best performing tweet: Tweet about 2018 Canadian Baseball Hall of Fame Inductees (garnered 1,507 impressions and 19 engagements)
- Promotional & Communication Campaigns
 - Pool and ice sponsorship (in progress); municipal budget meetings; March Break children's programs; disruptions (e.g. Daycare snow day and pool program disruptions); Development Charges flyer; Community Centre rentals advertisement; events calendar promotion; Cadzow Park splash pad public input, St. Marys Heritage Fair
- Publications
 - 2018 Spring and Summer Recreation and Leisure Guide – in final stages; should be available to the public early March
 - Assisting Friendship Centre staff with re-design of their current newsletter; sourced software, training, photography and graphic design
 - Working with St. Marys Independent to create new community events/Town news publication that will be inserted on a bi-monthly basis, with content being pulled from the Town's online events calendar; roll-out for this publication is tentatively planned for May
 - Finalizing content for 2018 events rack card, which will include major municipal events and community-run events that may draw tourists to St. Marys

Events

- WinterLights
 - Awareness of the program and its requirements is growing; January's press release was well received and created further discussion among community members about the program
 - To date, we have fielded six inquiries for new displays from businesses, individuals and hobby groups; we are working with these groups to ensure the displays are visually interesting (i.e. no logos) and meaningful
- Heritage Festival

- Headline talent will be announced in late February. St. Marys' own Darcy Scheuerman will headline the street dance with his band. Bex in Motion, an accomplished and humorous hoola-hooper, is one of our daytime acts.
- Additional programming will be offered on Friday night, including a jazz concert by regionally renowned vocalist Jennifer Thorpe. This will be a concert for adults, paired with a recognition event from the Heritage Committee.
- There will also be stand-up paddleboarding (SUP) lessons for teens and adults at Milt Dunnell Field, weather permitting, the morning of the festival. There is also interest from the Kinsmen Club in creating some kind of fundraiser/sponsorship around this event.
- Sponsorship letters will be sent shortly. Staff are reviewing the mailing list to ensure we are reaching all potential targets, such as our industries on James Street South, and those in the rural area adjacent to St. Marys.
- On Friday, February 16, staff are presenting Heritage Festival volunteer opportunities to interested students at DCVI.
- **Event Calendar**
 - A press release detailing the calendar's existence and ease of use was distributed. Staff have also connected with some key organizations and social media users to encourage calendar use.
 - Working with PRC staff to determine the best way to reach appropriate facility renters to add their events to the calendar. Calendar reminder posts will also be regularly posted on social media.
 - The calendar's user policy has been updated and will be posted once approved.
 - The calendar will be a presentation point at our Service Club information night.
- **Miscellaneous**
 - Connecting with Sean Camp on the River Rock Festival's move to St. Marys and municipal staff for Canada Day celebrations at Cadzow Park
 - A Service Club information night is scheduled for April 5. Invitations will also be sent to volunteer groups who work regularly with the municipality, like Homecoming, the hospital foundation, Community Players, etc.
 - Staff continue to work with "Brian from St. Marys" on developing a fun event for BX93's next visit. It will be in April as a public fundraiser for the Parkinson's Society.
 - Homecoming 2020 is starting to get off the ground; Town staff have provided assistance with media relations and social media to date, and will continue to act as liaison
 - Met with the organizing team of the Bentway, which is a nature conservancy group that was created for the community around the Gardiner Expressway. One of their hallmark pieces is a public, free-use skating path under the Gardiner. Lessons learned could contribute to the eventual development of a winter event for our community.
 - Attending Festival and Events Ontario's annual conference at month end to network and learn more about the event planning industry.

Information Technology

- 48 support tickets closed
- Capital computer replacement RFQ closed
- Network design for communications to new water reservoir
- Multiple desk phone repairs, additions of new phones
- Implemented forced virus scanning when external media (USB sticks) are inserted. Greatly reduces attacks or infections from outside devices.

Geographic Information Systems (GIS)

- 25 Locates for January, same as last year
- Update subdivisions in GIS
- 3 municipal consent requests approved
- IT support for Town staff
- Creation of mailing lists for Town staff

- Large format printing for various Town staff
- Creation of maps for various Town Departments

Economic Development

- Economic Development General
 - Attended the Economic Development Council of Ontario (EDAC) annual Conference in Toronto and met several people in the field of Economic Development, small business centers', elected officials and consultants working in the field. Sessions focused on labour shortage challenges, case studies from communities of varying populations, business retention, working with your partners and rural transportation.
- Business Retention & Growth
 - Working on formalizing an inventory of available lands for development and aim to incorporate this on the municipal website.
 - Connecting with local businesses who have expressed a need to expand and determine how the Town can help them.
 - Meeting with current land owners of vacant land to discuss future plans.
 - Met with the CEO and CFO of Veterinary Purchasing followed by a tour of their facility. Points of discussion were their business, plans for the future, challenges, successes and how we can be a resource.
- Downtown St. Marys and Tourism
 - Met with the Chair of the B&B Association to discuss successes, challenges and ways that St. Marys tourism can enhance their business and will attend the groups next meeting.
 - Working with the St. Marys Independent on content for the annual Visitors Guide.
 - Working with a designer on the popular 'Stories of the Stores' and a promotional piece for the Quarry. These will be distributed mainly outside of St. Marys with some printed for our downtown.
 - Developing a new visual identity for the lower vestibule in Town Hall and aim to utilize this design in the PRC and the Lind Sportsplex.
 - Working to fulfill our requirements for RED funding to develop a plan for wayfinding signage.
 - Working with the Stratford Tourism Alliance to develop a day-tripping map and 'itinerary' to be inserted in their publication.
- Labour Force Strategy
 - Working through action items for the Perth4Youth project and meeting with identified partners to begin an official roll-out.
 - A key challenge for business growth continues to be a lack of workers in the area.
 - It was also identified that the Opportunity Lives Here website is virtually unknown to many and not an effective resource, this is something to be addressed.

VIA Services

- Met with all VIA employees
- Received a brief training session on VIA role and discussed challenges and opportunities facing staff.
- Working with the building department on the relocation of the current operation desk into the closed office at the station.

2018 VIA statistics

2017 VIA Statistics

| | Boarding | Arriving | % Printed | | Boarding | Arriving | % Printed |
|------|----------|----------|-----------|------|----------|----------|-----------|
| JAN. | 293 | 269 | 71.3 | JAN. | 200 | 179 | 72 |

OUTSTANDING ISSUES AND PROJECT LIST

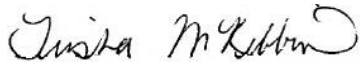
As above.

SPENDING AND VARIANCE ANALYSIS

Nothing to report at this time.

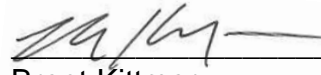
REVIEWED BY

Recommended by the Department



Trisha McKibbin
Director of Corporate Services/Deputy Clerk

Recommended by the CAO



Brent Kittmer
CAO / Clerk