

MONTHLY REPORT

To:	Mayor Stratthdee and Members of Council
From:	Corporate Services
Date of Meeting:	27 March 2018
Subject:	COR 08-2018 March Monthly Report (Corporate Services)

RECOMMENDATION

THAT COR 08-2018 March Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Clerks Department

- Municipal Election
 - The province-wide launch of VoterLookup.ca has been included on the Town's website. This is an online elector confirmation and update service enabling electors to confirm that they are on the Voters' List and verify their information.
 - Notice of Nominations for Office to be published in local paper and placed on Town website.
 - The media campaign for the 2018 election has been launched.
 - Candidate information sessions will be taking place:
 - 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
 - Finalization of Traffic and Parking By-law infractions
 - Finalization of Surveillance Policy
 - Educating staff on Bill 68 requirements

Corporate Communications

- Corporate Communications Strategy
 - Completing follow up from first round of quarterly communications meetings and scheduling meetings for next quarter

- 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
 - Participated in AMO webinar entitled "Social Media in Emergency Situations" to help inform the development of a crisis communications section
- Media Relations
 - Sent out 11 media releases between mid-February and mid-March
 - Resulted in 17 solicited news stories
- Social Media
 - Facebook (since February 16):
 - 67 new page likes; 80 new page followers
 - These numbers represent a significant increase from last month (25 and 27, respectively). We gained 19 new likes and 20 new followers on February 20, the day that the news about the flood went public. All other metrics on Facebook (reach, page views and post engagements) also showed peaks on this day.
 - Best performing paid post: There were no paid posts during this time frame.
 - Best performing non-paid post: First post about UTRCA's flood warning for St. Marys (reached 11,375 users, prompted 253 reactions, 63 comments and 115 shares)
 - Twitter (since February 18):
 - 0 new followers
 - Best performing tweet: Tweet about UTRCA flood warning (garnered 1,604 impressions and 76 engagements)
- Promotional & Communication Campaigns
 - Friendship Centre International Women's Day event
 - Pyramid Recreation Centre sound system
 - 2018 Spring and Summer Recreation and Leisure Guide
 - Localized flood warning
 - Cadzow Park splash pad
 - VIA ticket counter construction
 - Volunteer Visiting and Telephone Reassurance
 - Pool and ice sponsorship
 - March Break and summer break children's programs
- Publications
 - 2018 Spring and Summer Recreation and Leisure Guide
 - 700 copies at PRC/Friendship Centre by March 2; distributed to other facilities early March
 - Special distribution of 3800 copies by the St. Marys Independent by week of March 5
 - "Keep our pool healthy" (pool foul prevention) flyer (in final stages)
 - 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
 - Will be working with Ron McKnight in late March to create quotes for five new WinterLights displays
- Heritage Festival

- Created and distributed initial press release for Heritage Festival; was published in Beacon Herald, will be published in Independent shortly and has already reached over 3,500 people on Facebook.
- Sponsorship information being sent week of March 19; expanding leads to include more businesses (notably larger industry) in St. Marys and immediate outskirts.
- Resolving ongoing matter of vendor insurance
- Continue to plan event and gain volunteers
- Event Calendar
 - Updated and posted events calendar policy and have connected with key non-profit user groups to populate and popularize it; social media postings have converted to calendar postings and use.
- Miscellaneous
 - Working with Sean Camp to publicize River Rock Festival on all Town channels and accounts, and acting as Town liaison on logistics
 - Sent invitations and crafting agenda for Service Club Information Night (Thursday, April 5); expanding to include other non-profit groups like Homecoming, Stonetown Arts, Hospital Foundation, etc.
 - Working with Economic Development Manager Kelly Deeks on planning a “Business After 5” event for St. Marys on June 13; also assisting with creation of promotional materials – writing, editing, photography selection

Information Technology

- 29 support tickets closed
- Setup town phone/extension for OCWA at the WWTP
- Setup workstation for OCWA with ability to access locate drawings
- Began first phase of IP address changeover with Quadro
- New copiers installed at MOC, Lower Townhall, and Childcare Centre
- Implemented “local cloud” service for sharing and accessing files. (Dropbox style app) Continuing to test.
- Implemented 3rd party patching software (non Microsoft products. Ex: Adobe, Java, Chrome). Initial scan reported over 1,200 vulnerability on workstations. After configuring and enabling automated 3rd party patching, the current scan reports 351 vulnerabilities (Remaining vulnerabilities from offline machines, or machines that require manual intervention).

Geographic Information Systems (GIS)

- 20 Locates for February
- Update subdivisions in GIS
- 5 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
 - Held a roundtable in partnership with John Nater’s office and the Hon. Lisa Raitt in St. Marys at Veterinary Purchasing. The business participants included INOAC, Vet Purchasing and Perth County Ingredients. Conversation focused around workforce, Bill 148, rural transportation, women in the workforce and solutions for some of these challenges.
 - Met with MPP Randy Pettapiece and his staff to formally have an introduction and encourage dialogue with his office in the future. Discussion included challenges facing St. Marys, the future with the up-coming election and some development issues.

- A business breakfast is planned at the St. Marys Golf Course for April 9th in partnership with the Centre for Small Business. An invite will be circulated in the next week.
- Met with prospective developers and individuals hoping to start up a small business.
- Scheduled to meet with DCVI staff to discuss Perth 4 Youth initiative and strategy to move forward.
- Working with the DCVI co-op student to create a welcome package for new business development.
- Participating in three job fairs promoting the region and Opportunity Lives Here: London April 11, Markham May 6, Toronto May 7.
- Downtown St. Marys and Tourism
 - The BIA hosted their annual general meeting in early March. They have approved their budget and plan for activities in the coming year. The event was held at Stonetown Coffee and was well attended.
 - 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 community.
 - The new map board will be installed in the lower vestibule of Town Hall in the next two weeks. There will also be images of St. Marys, submitted by St. Marys Clicks, hung on the wall.
 - Applied for an extension on our RED funding for our wayfinding signage plan. We have launched an RFP and have had some interest in the proposal. It closes on April 10th.
 - In the process of drafting an MOU with the Station Gallery for the municipal grant they have received.
 - Approved the final version of the regional map that is being developed in partnership with Stratford Tourism Alliance. St. Marys receives an accessory map to the main city map and county map. The map points to our community assets and points of interest for tourists.

VIA Services

- Construction is well under way to move the VIA operations into the office.
- The new ticket booth is accessible and has added to the overall gallery space by allowing natural light. The move should be complete by early April.
- We are currently hiring for a VIA attendant due to a resignation.

2018 VIA statistics

	Boarding	Arriving	% Printed
FEB.	246	248	72.8

2017 VIA Statistics

	Boarding	Arriving
FEB.	199	227

SPENDING AND VARIANCE ANALYSIS

None to report.

REVIEWED BY

Recommended by the Department



Trisha McKibbin
Director of Corporate Services/Deputy Clerk

Recommended by the CAO



Brent Kittmer
CAO / Clerk