

MONTHLY REPORT

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| To: | Mayor Stratthdee and Members of Council |
| From: | Corporate Services |
| Date of Meeting: | 24 April 2018 |
| Subject: | COR 11-2018 April Monthly Report (Corporate Services) |

RECOMMENDATION

THAT COR 11-2018 April Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Clerks Department

- Lottery Licences
 - Working with Perth Regiment Veterans Branch 236 St. Marys (Legion) to develop a Building Fund for the purpose of capital investment to the facility.
 - Ongoing processing/review of lottery licences.
- Municipal Election
 - Nomination packages will be available at the Town Hall, lower level, beginning Tuesday, May 1. Packages will contain nomination forms, provincial guides, relevant bylaws and other election information.
 - Candidate information sessions:
 - 15 people attended the “So you want to run for Council” information session led by Fred Dean on Tuesday, April 17.
 - 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
 - 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.
- 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
 - Currently completing second round of quarterly communications meetings

- Second meetings are an opportunity to plan for next quarter, and to reflect on the work that was completed in first quarter
 - Communications staff are tracking outputs and outcomes of first quarter communications as a way to measure success and determine approach for future campaigns
- 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-March and mid-April
 - Resulted in 15 solicited news stories
- Social Media
 - Facebook (since February 16):
 - 59 new page likes; 64 new page followers
 - Best performing paid post: Post about Friendship Centre's scrapbooking garage sale (reached 5,580 users, prompted 76 reactions, 18 comments and 44 shares)
 - Best performing non-paid post: Post about flags being lowered for Humboldt Broncos (reached 11,795 users, prompted 1,007 reactions, 11 comments and 138 shares)
 - Twitter (since February 18):
 - 9 new followers
 - Best performing tweet: Tweet about the Town making it into the final four in FM96's Small Town March Madness contest (garnered 5,787 impressions and 845 engagements)
- Promotional & Communication Campaigns
 - Coffee with Council
 - Museum/Stonetown Grans benefit events
 - Cadzow Park revitalization project
 - Fire Department door-to-door campaign
 - 2018 Municipal and School Board Trustee Election
 - Volunteer Fitness Instructor recruitment and appreciation
 - Aquatics Centre and St. Marys YMCA dual access promo
 - Volunteer visiting recruitment and appreciation
 - Friendship Centre Scrapbooking Garage Sale
 - Fire Department training exercises
 - Official Plan review
 - Summer Break Children's Programs (Early Learning Services and Camp PRC)
- Publications
 - Spring Aquatics Centre program schedule (design complete; distribution in progress)

Events

- WinterLights
 - Working with Ron McKnight to create quotes for five new WinterLights displays
- Heritage Festival
 - Secured sponsorship for the new Heritage Festival events taking place the Friday evening of the festival, in addition to receiving sponsorships for the rest of the festival
 - 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
 - Continuing to work with Sean Camp to promote the River Rock Music Festival.

- Organized a successful Service Club Information night on April 5, with 30 people representing 9 organizations attending.
- Working with Economic Development Manager Kelly Deeks on planning a “Business After 5” event for St. Marys on June 13
- Helping promote the Pyramid Recreation Centre's 10th anniversary event; wrote press release and assisted with online ticket sales research and implementation.
- Pre-planning for FM96 "Small Town March Madness" morning broadcast in St. Marys (date to be determined).

Information Technology

- 46 support tickets closed
- Completed service migration to new IP addresses
- Received capital replacement computers, working on deployment
- Worked with staff and Forman Electric on wireless implementation at Cadzow Park
- Added extension in Town phone system for OCWA at WWTP for easier communication

Geographic Information Systems (GIS)

- 52 Locates for March/April – These will be the last located completed by staff. OCWA will be completing all locates moving forward.
- 8 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
 - A networking breakfast is planned at Jennies Café on April 30th in partnership with the Centre for Small Business and Perth South.
 - Working with our partners at DCVI on a job fair at the school to highlight our local businesses and opportunities that exist.
 - EDAC is pursuing the interest in securing fibre in the downtown core.
 - An after work networking event is planned for June 13th at the Canadian Baseball Hall of Fame in the tent used for Induction Weekend.
- Workforce Shortage
 - Partnered with Perth County to promote ‘Opportunity Lives Here’ at job fairs: London, Markham, and 2 in Toronto. Attended the event in London along with our colleagues at Perth County and was pleased with the interest in our region from visitors to the booth.
 - We have done some work to encourage employers to post their positions on the site and have seen success: In the past 28 days, there has been over 5500 users (1700 higher than the previous month) and over 130 jobs posted by employers (previously averaged 65-70).

Tourism

- Revitalized the lower foyer at Town Hall to reflect a more welcoming environment for visitors.
- Completed a brochure highlighting the St. Marys Quarry.
- Received approval for an extension on our RED funding for our wayfinding signage plan. RFP has closed, currently reviewing the proposals.
- Attending the Annual General Meeting for the Stratford Tourism Alliance and attending the St. Marys B&B Association.

VIA Services

- Construction is almost complete. The VIA operation has been fully moved over to their new space and feedback has been excellent thus far from our customers about how bright it is and how user friendly the new counter is. The old desk has been removed. The Gallery volunteers

will begin setting up some new display walls in preparation for their next exhibit opening on May 11th.

- We are close to confirming a candidate for the VIA attendant position that is currently vacant.
2018 VIA statistics


| | Boarding | Arriving | % Printed |
|-------|----------|----------|-----------|
| March | 239 | 283 | 77.4 |

SPENDING AND VARIANCE ANALYSIS

Nothing to report.

REVIEWED BY

Recommended by the Department



Trisha McKibbin
Director of Corporate Services/Deputy Clerk

Recommended by the CAO



Brent Kittmer
CAO / Clerk