

MONTHLY REPORT

To:	Mayor Stratthdee and Members of Council
From:	Corporate Services
Date of Meeting:	22 May 2018
Subject:	COR 14-2018 May Monthly Report (Corporate Services)

RECOMMENDATION

THAT COR 14-2018 May Monthly Report (Corporate Services) be received for information.

DEPARTMENTAL HIGHLIGHTS

Museum

- **Administrative**
 - Staff chaired the Huron Perth Middlesex Museum Network meeting on April 25.
 - Staff received an invitation to present at the Ontario Museums Association annual conference held in Toronto in October, 2018.
 - Volunteers logged 93 hours in April.
 - Most popular social media post: 1989 photo of Weir Fountain received 3,527 views, 199 likes, 14 shares
 - Museum staff had an article published in the May edition of Better Farming magazine. The topic was on Maxwell Industry. The publication is distributed across Ontario's farming community.
 - Exhibition, Conservation, and Collections Management policy updates approved by Museum Board.
- **Funding Received**
 - Received \$1680 from Canada Summer Jobs student grant
 - Received \$8000 in grant funding through Young Canada Works Building Careers in Heritage to hire a recent graduate for an 18 week internship.
 - \$1500 received from Celebrate Canada to fund Canada Day celebration.
- **Research/Exhibits**
 - Research and exhibit design underway for the newspaper exhibit, opening in June
 - Worked with Canadian Baseball Hall of Fame and Museum staff to install baseball exhibit while their museum undergoes renovations
 - Working with Quilt Squared organizers to plan, promote and install "Make it Big, Make it Small" quilt exhibit
- **Programming/Outreach**
 - Outreach programming took place at Kingsway Lodge on April 10.
 - Historic churches seminar and walking tour presented to a sold out crowd of 24 participants on Saturday, April 21.
 - Seven Grade 3 Early Settlers field trips hosted in April.
- **Collections Management**
 - New conservator volunteer working on audit of textile storage area.

Heritage

- Heritage Property Tax Rebate
 - 2017 applications – acknowledgment letters sent with Tax statement
 - 2018 applications – two Part B applications submitted and work approved.
 - Creation of SOP for Heritage Property Tax Rebate program
- Self-guided walking tours – the Heritage Committee and staff are exploring options for online, self-guided walking tours to highlight the heritage buildings and structures in Town.

Municipal Elections

- Candidate information sessions:
 - Approximately 40 people attended the candidate information session led by Maureen Beatty and Tim Ryall, Ontario Ministry of Municipal Affairs and Housing, held in Milverton on Wednesday, April 25.
- Nomination packages are available at the Town Hall, lower level. Packages contain nomination forms, provincial guides, relevant bylaws and other election information.
- Staff are working on the new Election micro site web page.
- Staff are working with Datafix on the voter's list.

Corporate Communications

- Corporate Communications Strategy
 - Completed second round of quarterly communications meetings
 - Many first quarter tasks completed; second quarter tasks well underway
 - Quarterly meetings helping communications team be more proactive and less reactive in approach
 - 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 12 media releases between mid-April and mid-May
 - Resulted in 26 solicited news stories
- Social Media
 - Facebook (since February 16):
 - 63 new page likes; 67 new page followers
 - Best performing paid post: Post about Pyramid Recreation Centre 10-year Anniversary (reached 10,026 users, prompted 595 reactions, 7 comments and 63 shares)
 - Best performing non-paid post: Post about FM96's upcoming live broadcast in St. Marys (reached 10,966 users, prompted 433 reactions, 35 comments and 107 shares)
 - Twitter (since February 18):
 - 7 new followers
 - Best performing tweet: Tweet about FM96's upcoming live broadcast in St. Marys (garnered 5,692 impressions and 223 engagements)
- Promotional & Communication Campaigns
 - Policing services transition
 - Air quality public meeting
 - Stonetown Entertainers concert
 - St. Marys Fire Department Charity Breakfast
 - 2018 Business Excellence Awards
 - 2018 Municipal Election
 - Water reservoir expansion
 - Tennis Camp

- Open Air Burning Permits
- Lifeguard and Early Learning Services recruitment campaign
- Publications
 - Town Recreation & Leisure Guide
 - Sent out invitation to community groups to update/submit their contact details for inclusion in fall/winter guide
 - St. Marys Quarry Events/Programs “bookmark”
 - Will be inserted in select local Quarry brochures
 - Event card
 - Being distributed to many local and regional businesses and tourism destinations
 - There are more events on the card this year, plus a QR code to the events calendar so that users can access even additional events

Events

- FM96 Live Broadcast
 - Continue to work with FM96, Town of St. Marys staff and community volunteers to coordinate the “Breakfast on the Bridge”
 - Also working with FM96 to arrange advance promotion of event – members of the morning show coming to St. Marys on May 14 to tape pre-arranged video segments
 - Secured many donations from local business to offer free breakfast
- Heritage Festival
 - Donations/sponsorships continue to roll in, with new sponsors including Cascades, E.E. McLaughlin, Quadro Communications, and Tradition Mutual Insurance
 - Despite relocating to Stratford, the Tapley family is continuing their commitment to the festival by sponsoring the Friday evening concert at Town Hall
- Miscellaneous
 - Promotions for the River Rock Music Festival will begin ramping up, and we will be adding the event to a variety of sites and calendars, and I continue to work with Sean to make the event as successful as possible.
 - Working with Economic Development Manager Kelly Deeks on planning a “Business After 5” event for St. Marys on June 13. The Kinsmen have offered bartending in exchange for a donation.
 - Continue to work with PRC staff to promote 10th anniversary event

Information Technology

- 40 support tickets closed
- Quadro IP changeover complete, and tested. Increased capacity on firewall
- DMZ created across entire network.
- Began configuring network switches for Arena side of PRC. Will Increase capacity to 85+ devices, and increased throughout required for future camera streams.
- Gathered support and servicing information for sound system.
- Reviewed website service agreement
- Reviewed requirement for PCI compliance for debit machine use.
- Provisioned network for internal Landfill phone extension. Next step: Contact and schedule with Bell for existing number forwarding.
- Replaced failed UPS Batteries on network switches at Water Tower and Town Hall
- Troubleshoot replacement debit machine to integrate with MAX software (10+ hours)
- Updated Wireless AP’s firmware to combat security flaws
- Finalization of Surveillance Policy

Geographic Information Systems (GIS)

- Completed transition of Locates to OCWA
- IT Support for Town staff

- Printing large format posters for various Town departments
- Creation of Maps for various town departments
- 6 municipal consents processed

Economic Development

- Economic Development General
 - St. Marys was a municipal sponsor at the Chamber of Commerce Business Excellence Awards gala. We received four tickets with our sponsorship, attended along with the Mayor, Chamber Representative on Council and a member of the EDAC committee. St. Marys was well represented in several categories with seven local businesses nominated. Bickell Built Homes came away with the top award in the Commercial business category and Rob Taylor of McLean Taylor was the Business Leader of the Year.
 - May 24 job fair at DCVI. Partners in Employment has taken the lead on planning. We are partnering with Perth South.
 - June 13 is the Business after 5 Event at the Canadian Baseball Hall of Fame in the tent used for Induction Weekend.
 - EDAC is pursuing the interest in securing fibre in the downtown core.
- Workforce Shortage
 - Partnered with Perth County to promote 'Opportunity Lives Here' at job fairs: 2 in London, 1 in Markham, 2 in Toronto, 1 in Guelph, 1 in Kitchener.
 - A member of EDAC attended the Toronto job fair along with colleagues from Perth County, attendance was excellent with likely over 700 people. Lots of interest in our booth as we were promoting several jobs in various sectors whereas other booths were focused on hiring for one company.
 - Received a front page article with a picture in the Beacon Herald about our work to promote jobs in our region to tackle the workforce shortage.
 - We will have up-to-date analytics from the site in the next few days that will be shared with Council.
 - Met with OMAFRA to review our work on the Perth4Youth project and will pull together a meeting with our partners to further our work plan along with roles and responsibilities.
 - Met with students in DCVI's co-op stream working on projects that directly relate to our Perth4Youth strategic plan, provided the students feedback for further developing their idea and received information from them on how we can improve engagement. The students will present their ideas to us in early June and a panel will select a winning project.

Tourism

- Working on brochure distribution. Pieces include: Quarry brochure, Stories of Stores, Trail maps and the map pads.
- Distribution of materials to Ontario travel centres has already taken place. Working on distribution routes to regional hotels, Inns, B&B's, and any other locations of interest. Downtown businesses with tourism ambassador racks, St. Marys B&B's, The Westover, Stone Willow, McCully's and the Golf Course will also receive the material.
- Following Council's approval for the successful proponent of our RFP for Wayfinding Strategy, confirming details for next steps.
- Visiting Stratford Tourism Alliance to provide an overview of St. Marys to their summer students.

VIA Services

- Construction is complete and we are arranging the final touches for the office.
- Feedback from customers has been excellent
 - More user friendly
 - Brighter
 - Cleaner
 - A more functional space

- New staff member hired and has begun training.

	Boarding	Arriving	% Printed
January	293	269	71.3
February	246	248	72.8
March	239	283	77.4
April	233	245	75.5

SPENDING AND VARIANCE ANALYSIS

Nothing to report at this time.

REVIEWED BY

Recommended by the Department



Trisha McKibbin
Director of Corporate Services

Recommended by the CAO



Brent Kittmer
CAO / Clerk