



Staff Report

Report Title: March 2023 Manager of Strategic Initiatives Status Update

Prepared By: Michelle Goetz, Manager of Strategic Initiatives

Department: BED

Date: Mar. 6, 2023

Report Number: BED-2023-03-16

File Number:

C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2023-03-16, prepared by Michelle Goetz, Manager of Strategic Initiatives.

Background:

This report provides Council with an update from the Manager of Strategic Initiatives.

Discussion:

Economic Development Action Plan

On February 24th, members of the Economic Development Team worked through a strategic planning session to update our economic development action plan. We want to ensure our plan aligns with Council, Staff and the Community so we will be launching a community engagement campaign in March. Keep an eye on your emails for the opportunity to engage with us on the action plan.

Strategic Plan Update

The Team is preparing to launch our strategic plan update (pending budget approval). In preparation for our project we are reviewing RFP's and strategic plans from other municipalities, investigating consultants, and creating a list of deliverables that will ensure we get the end result we are looking for.

We also want to set clear expectations with staff, Council, the community and our consultant from the outset of the project through the development of a clear project plan, with timelines, budget, and quality management processes.

A report will be brought forward with the RFP attached for Council's review after the budget is approved.

eCommerce

After a few hiccups we are ready to launch ecommerce capabilities on our website. We will implement a communications plan for residents to learn about how ecommerce works and what they can use it for. At this we will be using ecommerce for resident's that want to pay an invoice (dog tags, golf car permits, fire permits, general receivables). We are not accepting property tax payments through the ecommerce portal at this time. There is a 3% transaction fee added to ecommerce payments, the 3% is sent directly to the merchant that provides the ecommerce payment module (Bambora Worldline). Basically, you are paying for convenience and we feel the 3% should be covered by the person using this feature vs. the Township paying that 3% through the general ledger.

Once we start using the system and better understand the processes and reporting, we will look at expanding the opportunities to use the ecommerce feature.

Ripley Food Art and Craft Festival

Planning has begun for the Ripley Food Art and Craft Festival.

Save the date: August 19th 2023 from 9-4PM at the Ripley-Huron Community Centre. We do require volunteers for the day to assist with admissions, if you are interested in volunteering please contact Michelle at mgoetz@huronkinloss.com.

Women in Construction

Kristin Dimmick, Project Coordinator and I have been reaching out to local partners to determine if this project could be viable without SDF Funding. We have applied to SDF Round 3 but we hope the program can become sustainable without grant funding. We have a proven track record with an 80% employment rate and we've seen how the program is filling a gap in the trades industry. We will be meeting with our partners on March 20th to facilitate a workforce development discussion.

Through this program Kristin and I are also receiving Business Metrics training to learn more about how to properly create, facilitate and report on business metrics. The SDF program, as well as many other grant programs, put a large emphasis on the ability to properly measure the success of your project and report back on those measurements so the training is proving to be very useful.

Other Projects being worked on:

- Digital Modernization Roadmap Implementation

- Community Well-Being Program
- Workforce Development
- Support to Economic Development Team
- Project planning and tracking
- Grey-Bruce Local Immigration Partnership Council
- Women in Construction

Financial Impacts:

None at this time.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant, environmentally conscious and accessible community.

Respectfully Submitted By:

Michelle Goetz, Manager of Strategic Initiatives

Report Approved By:

Mary Rose Walden, Chief Administrative Officer