



## Staff Report

**Report Title: 2021 April Community Development Officer Status Update**

**Prepared By: Michelle Goetz**

**Department: BED**

**Date: Apr. 7, 2021**

**Report Number: BED-2021-04-17**

**File Number:**

**Attachments: Resident Attraction Booklet and 2021 Municipal Guide**

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### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2021-04-17 prepared by Michelle Goetz, Community Development Officer/Executive Assistant.

### **Background:**

This report provides Council an update regarding the Community Development Officer/Executive Assistant projects.

### **Discussion:**

Resident Attraction Project

The resident attraction booklets (attached) were delivered to local real estate agents at the end of March. I will check in with those who received them in a few weeks to see how they are being received by their clients. The attraction video will be finalized later this Spring and will be a main element of our social media campaign.

2021 Municipal Guide

The 2021 Municipal Guide (attached) was received the last week of March and was mailed to residents with a Huron-Kinloss mailing address the first week of April through unaddressed admail. We will also send the electronic copy of the guide to the beach associations and community groups to ensure the information gets out to those who do not have a Huron-Kinloss mailing address. Guides can also be requested by contacting the municipal office. The final budget for the design and printing of the guide is \$3,635.50 + HST.

## Communications Strategy

The development of the communications strategy continues. The public survey is available at [www.haveyoursayhk.ca](http://www.haveyoursayhk.ca) or a paper copy can be requested from the municipal office. We have received 156 responses online and 1 response by mail so far. The deadline to complete the survey is April 16<sup>th</sup>, 2021.

The council survey only received 3 responses. I have re-opened the survey and extended the deadline to April 16<sup>th</sup>, 2021. Developing recommendations from this survey will be a challenge unless we receive additional responses.

The teams survey was completed by all but 1 department and provided great information into how each department is currently communicating with residents. The individual internal survey was sent to staff on March 29<sup>th</sup>, 2021 with a deadline to complete it by April 16<sup>th</sup>, 2021.

## Huron-Kinloss Connects

We will be starting a marketing blitz for the Huron-Kinloss Connects mobile app beginning in April. This will include a number of videos, images and tutorials for how to use the app to make service requests. To date we have completed 157 requests through the app.

## Ripley Outdoor Plaza

Engagement for the Ripley Outdoor Plaza project continues until April 16<sup>th</sup>, 2021. Residents can place their vote on Have Your Say HK by registering for an account and answering our poll. Votes and feedback are also being accepted by mail and email. We have received 109 votes to date.

## Clean Energy Frontier

The Clean Energy Frontier is the re-branded initiative through the NII that supports supplier localization and promoting the tri-county region as the clean energy frontier in Ontario. The goals of this program include:

1. The program will promote the region as Ontario's Clean Energy Frontier and educate residents, businesses, non-governmental organizations, and decision-makers outside region on the critical role that Clean Energy Frontier plays in creating a clean energy future.
2. The program will also maintain and support existing clean energy businesses in the region and recognize the significant role they play in achieving a clean energy future and creating a strong local economy while also proactively working to identify new areas of opportunity and enable the region to capitalize.

Huron-Kinloss participates in this initiative as a community partner and supports the program through attendance at the meetings and by remaining in contact with the

NII, OCNI and Bruce Power to learn how Huron-Kinloss can benefit from the Clean Energy Frontier.

#### Grey-Bruce Local Immigration Partnership Council

Huron-Kinloss supported Bruce County's application to participate in the Grey-Bruce Local Immigration Partnership Council and thus, we were invited to sit on the council. We have attended 3 meetings to date and are now awaiting the draft Settlement Strategy and Action Plan. Participating in this initiative has provided great insight as to how newcomers feel when they move to Grey-Bruce, what we can do to support their transition and how we can make Grey-Bruce more attractive and inclusive for newcomers.

#### **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 an accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

A6.1 Communication Plan  
P1.3 Business Opportunity for Bruce Power Suppliers  
S2.1 Resident Attraction  
V1.2 Ripley Outdoor Plaza

#### **Respectfully Submitted By:**

Michelle Goetz, Community Development Officer/Executive Assistant

#### **Approved By:**

Mary Rose Walden, Chief Administrative Officer