



### Staff Report

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

**Prepared By: Michelle Goetz, Community Development Officer**

**Department: BED**

**Date: May. 3, 2021**

**Report Number: BED-2021-05-22**

**File Number: D02**

#### **Attachments:**

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#### **Recommendation:**

THAT the Township of Huron-Kinloss Committee of the Whole hereby receive for information report number BED-2021-05-22, prepared by Michelle Goetz, Community Development Officer.

#### **Background:**

This report provides Council with an update regarding the Community Development Officer's projects.

#### **Discussion:**

Communications Strategy

First, I would like to extend my thanks to all members of Council for completing the communications survey. Your feedback is very much appreciated.

Our hope was to have the draft strategy ready for Council to review at this meeting; however, we received such amazing feedback through all our surveys that the scope of the project has grown slightly. To ensure we consider all the feedback we received and are diligent in the creation of our goals, objectives, and action plan, we will be postponing the completion of the draft strategy to June.

The team has found great value in working with Redbrick Communications throughout the process of creating this strategy. We had a budget of \$2,500 to work with Redbrick to create the strategy but due to the scope of the project changing slightly (including community engagement and an expanded action plan), the Team is recommending an increase to that budget of an additional \$2,500 to a total of

\$5,000 + HST. Council approved \$10,000 for the communications strategy in the 2021 budget; therefore, we are not requesting additional funds, just a re-allocation of funds that were already approved. The additional funds in this budget were to cover administrative items (graphic design, printing) and training. Due to the timing of the strategy completion and the roll-out to staff after Council's approval, we will not require as much funding for training in 2021.

#### Resident Attraction

Our final video shoot for our resident attraction campaign must be postponed once again due to the provincial stay-at-home order. We are hoping to complete the final shoot in June and have the videos in hand in the summer. Our original plan was to kick off the social media campaign with geo-targeted ads of the video; however, due to these delays, staff is looking at using other marketing materials to launch the campaign this Spring.

Staff is continuing to plan a Realtor's and Developer's open house in the fall.

#### Strategic Plan Progress

The Strategic Plan Action Plan was updated in 2019 to guide staff's priorities until 2023. Unfortunately, the COVID-19 pandemic did cause some delays to our projects scheduled for 2020; however, staff continued to work hard despite the pandemic and accomplished many of their tasks to keep these projects moving forward.

#### Completed Projects:

- Learn More about DGR
- Economic Development Action Plan
- Business Incubator
- Natural Gas
- Community Energy Plan
- Point Clark Dog Park

#### Projects on Schedule:

- Subdivision Development
- Safe/Well Maintained Roads
- Recycling at Landfill
- Skilled Trades Training
- Parking on Boiler Beach Rd.
- Pave Concessions

#### Projects Delayed or Ongoing:

- Ripley Industrial Park
- Bridge Strategy
- Lucknow Water Tower

- Resident Attraction
- Ripley Outdoor Plaza
- Communications Plan

Projects that will not be completed by 2023:

- Jr. Fire Program
- Doctor Recruitment
- Car Charging Stations

Projects not updated by the time this report was submitted:

- Increase Family Friendly Activities
- Communication with Service Clubs
- Whitechurch Hall Plan
- Senior Programming
- Ash Tree Re-planting

Some projects will progress beyond the 2023 deadline, but that can be represented in the updated strategic plan. It may be important for Council to note that the creation of a new strategic plan should be scheduled to start in 2022 to avoid any gaps in the lifespan of our guiding documents.

#### #FridayFacts

The Business & Economic Officer and the Community Development Officer have begun a social media campaign called #fridayfacts where we share information about Township programs, services, projects, and initiatives. We will be working with all departments to create content for Facebook; to date we have shared tutorials on how to use the Huron-Kinloss Connects Mobile App, the Report a Problem Web Portal and provided some education on parks in the Township.

#### **Financial Impacts:**

None at this time.

Council approved \$10,000 in the 2021 budget for the communications strategy. To date, we have used \$2,500 to work with RedBrick Communications, the additional funds to required to continue working with Redbrick will stay within the approved \$10,000 budget.

#### **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 spirited community.

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

S2.1 New Resident Attraction

A6.1 Communication Plan

**Respectfully Submitted By:**

Michelle Goetz, Community Development Officer

**Approved By:**

Mary Rose Walden, Chief Administrative Officer