



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title: 2020 November Status Report**

**Prepared By: Michelle Goetz, Community Development Officer/Executive Assistant**

**Department: CAO**

**Date: Nov. 2, 2020**

**Report Number: BED-2020-11-32  
Development**

**File Number: 500 – Economic**

**Attachments:**

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**Recommendation:**

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED2020-11-32 prepared by Michelle Goetz, Community Development Officer/Executive Assistant.

**Background:**

This report provides an update on projects led by the Community Development Officer.

**Discussion:**

Huron-Kinloss Connects App

The Township's new mobile app launched at the beginning of October 2020. The app has been downloaded by 34 users and we have received 56 requests for service to date. The most popular requests include:

- Tree Trim/Removal Request
- Gravel Road Condition
- Pothole
- Parks – Equipment Damage

The app can be downloaded from the Google Play or Apple App stores. Marketing continues, to date we have created a promotional [Youtube video](#), sent the information out in our electronic newsletter and our direct mail newsletter, shared

the information on social media, and created a press release that was picked up by 101.7 The One, 95.5 Shoreline MyFM, and the Kincardine Record.

### Corporate Website

The launch of the new corporate website went well, using the same URL has created a more seamless transition for users (although some bookmarked pages would need updated). We are continuing to add previous agendas and minutes to the site and we are updating the facility calendars with colour coded categories, to make it easier for staff and the public to read the calendar bookings. Overall we have received positive feedback about the new site.

### Resident Attraction

Staff is finalizing the resident attraction booklets and other marketing materials that will be distributed to real estate agents and developers once completed. The resident attraction video, unfortunately, will not be completed in 2020; the original videoshoot scheduled for June was postponed to September due to COVID, the September date was rained out and the October reschedule was just postponed due to rising COVID-19 numbers. We are finalizing the script this year so that we are ready to shoot as soon as the weather is favourable in the Spring.

### 2021 Discovery Guide

In lieu of a 2021 Discovery Guide, staff is researching the costs to create a smaller Municipal guide that can be mailed to residents as well as included in our new resident welcome packages. Due to the ever changing COVID-19 landscape, we don't want to create a full Discovery Guide with community events, tourism information and recreation program information. We also do not want to burden local businesses with the request for advertising sales for the 2021 publication. With this amendment to the guide, staff will not be submitting an RFP or requesting pre-budget approval as we typically would at this time of year. We usually start planning in the Fall to allow our community organizations and businesses enough time to provide us with their updated information, community events and advertisements.

### Grey-Bruce Local Immigration Partnership

The Township of Huron-Kinloss is represented on the Grey-Bruce Local Immigration Partnership project by the Community Development Officer. Included in this partnership is a number of meetings, webinars and workshops to assist in the development of a plan to attract immigrants to the area. This ties in well with our Resident Attraction project and I look forward to learning more about what is required to make Huron-Kinloss a desirable place for immigrants to consider.

### Bruce County Workforce Development Strategy

Staff has been in contact with Pierre Valley from Bruce County regarding their Workforce Development Strategy, many action items in their strategy align with

action items in our Economic Development Action Plan. Pierre will be a great ally as we continue to work through our Economic Development Action Plan and has already offered to assist us in information gathering. I look forward to this partnership as we move into the labour, skilled trades and post-secondary items in our action plan.

**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 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

A3.5 Skilled Trades Training

A6.1 Communication Plan

**Respectfully Submitted By:**

**Approved By:**

Mary Rose Walden, Chief Administrative Officer