



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: May 2022 Status Update, Manager, Strategic Initiatives

Prepared By: Michelle Goetz, Manager, Strategic Initiatives

Department: BED

Date: May. 2, 2022

Report Number: BED-2022-05-23

File Number: C11 BED22

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2022-05-23, prepared by Michelle Goetz, Manager, Strategic Initiatives.

Background:

This report provides an update by the Manager, Strategic Initiatives on current projects and initiatives.

Discussion:

[Ambassador Program](#)

We will be planning our student ambassador program again this year, the ambassador bus tour took a pause during the COVID-19 pandemic. The bus tour takes the summer students through the Township so they get an introduction to where all our parks, trails and points of interest are. Summer students are often the first point of contact for residents and visitors and we want to equip them with as much information as possible to assist in answering questions or responding to complaints.

[Communications training](#)

Part of the communications strategy implementation for 2022 includes plain language writing training for staff. The Team is currently researching trainers, course offerings and prices with the hopes of offering the training in June. The training fees were included in the 2022 Economic Development Business Plan.

Engagement Strategy Update

The Engagement Team consists of Michelle Goetz, Mary Rose Walden, Elyse Dewar, Nicole Griffin, Leanne Scott and Mel Moulton. The next phase of the strategy development is engaging with our stakeholders to determine our strengths, weaknesses, opportunities and threats. Council will be asked to participate as one stakeholder group, further details to come. We will also be engaging the following stakeholders:

- Senior Team
- Staff representatives from the Municipal Office
- Staff representatives who work outside of the Municipal Office
- Representatives from the Fire Departments
- And 2 public stakeholder groups (8 people in each)

We are still on track to complete the project by the end of June.

Discovery Guide

The Discovery Guides were distributed through our annual mail-out to permanent residents. We will be stocking businesses, kiosks and points of interest in Huron-Kinloss and tourism centres throughout the province by the Victoria Day long weekend. Seasonal properties can pick up a copy of the guide at the Municipal Office, the Hub, or from our kiosks; or they can request one by mail by contacting Michelle at mgoetz@huronkinloss.com or 519-395-3735.

The team is also considering contacting rental properties in Huron-Kinloss to see if they would like copies of the guide for their renters. This would be advantageous to the Township because it would be provide renters with important information about our by-laws, landfill and garbage pick-up, tourism information and much more. We will only be contacted rental properties that are operating legally.

Ripley Industrial Park

The team is continuing to work with our Program Advisor for the Certified Site Program to meet all the certification requirements. We will be booking a photographer to obtain photos and drone footage of the site, as per the program guidelines. We have included image development in the 2022 Economic Development Business Plan, and the fee for the photographer will be reimbursed at 50% through the program.

Women in Carpentry

Women in Carpentry continues with 9 of 11 participants currently on their work placements. Two of the participants attended all the training and decided that carpentry isn't for them. Marketing for Women in Carpentry 2.0 will begin in late June, early July; we imagine the following 2 intakes will fill up quickly as we have a lengthy waiting list for the program already.

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 and accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023

Strategic Plan Action Plan:

- P4.1 Ripley Industrial Park
- A3.5 Skilled Trades Training
- A6.1 Communication Plan

Respectfully Submitted By:

Michelle Goetz, Manager, Strategic Initiatives

Approved By:

Mary Rose Walden, Chief Administrative Officer