

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

QUARTERLY UPDATE

DATE: October 1, 2024
TO: Committee of the Whole
FROM: Jeanne Harfield, Clerk & Deputy CAO
SUBJECT: Clerk's Department Quarterly Report – Q3

DEPARTMENT HIGHLIGHTS:

This report covers the time period from July 1 until September 30, 2024. During the third quarter, the Clerk's department worked on a number of initiatives including:

- Support for advocacy initiatives following the Association of Municipalities of Ontario (AMO) Conference delegations.
- Continued outreach to schools for Local Government week and introduction of Council Youth Advisory Panel as part of Community Safety and Wellbeing.
- Support for community engagement events with local partners.
- Continued support for development of the Community Services Master Plan.
- Spearheading transition to new backend of the municipal website
- Support for master plans and budget
- Managing active and new legal files
- Preparation of the second MM Messenger Newsletter
- Commencement of Midterm Governance Review

2024 PROJECT UPDATES/PENDING ITEMS:

This past quarter the Clerk and communication team were heavily focused on supporting other departments on the presentation and development of master plans. All one-on-one meetings with members of Council regarding Governance review have taken place. Next steps will be compiling comments received and drafting an initial governance review report which will be presented to Council in January 2025.

A highlight of this quarter was the support for communications and advocacy around the recent AMO Conference. Briefing notes were drafted for all delegations with ministers as well as a social media and communications plan developed. It culminated with a follow-up press release. A similar plan will be drafted for the 2025 ROMA Conference.

Since the Q2 report, the Communications team continues to provide support to municipal departments, manage external and internal comms, as well as the website and social media channels.

The first edition of the 'MM Messenger' newsletter was well received by the community. The second edition of the newsletter is nearly complete with plans to distribute it to the community in early October. Production on the third edition, planned for January 2025, will commence shortly.

Communications around the 2025 Budget is in full swing. Results from the annual survey will be presented to Council in October. In addition, bi-weekly Budget Spotlights and infographics on municipal departments will continue into November.

The team also continues to provide event support, including the Mississippi Mills Business Breakfast and Doors Open Mississippi Mills and related events.

Enhancements are ongoing in the Community Engagement section of the website and more will continue once the transition of website software from iCreate to Govstack is complete this fall.

KPIs:

Reporting Dates: July 1, 2024 – September 30, 2024							
Clerk's KPIs	2023	Total Q1	Total Q2	Jul	Aug	Sept	Total Q3
Freedom of Information	6	2	1	1	0	0	1
Legal(active files)	8	2	0	1	0	1	2
Commissioner of Oaths	63	14	14	9	5	6	14
Division Registrar i.e Marriage Licenses/ Death Registrations	155	29	39	19	12	15	46
Lottery Licenses	22	3	4	1	3	1	5
Seasonal Stands	9	1	10	0	0	0	0
Other Licenses	20	3	0	0	0	0	0
Petitions	0	0	0	0	0	0	0
Formal Complaints	4	1	0	0	1	0	1
IC Complaints	0	0	0	0	0	0	0

Attached with this report are Q3 analytics for the Municipality's website, as well as its Facebook and Instagram accounts.

LOOKING AHEAD:

Over the next quarter the Clerk's department will work on finalizing the initial Governance Review report including a schedule of future reports reviewing plans, policies or by-laws. Communications will continue to support master plans, 2025 budget, community and civic engagement and promotion of winter and holiday events.

Respectfully submitted by,

Reviewed by:

Jeanne Harfield,
Clerk & Deputy CAO

Ken Kelly,
CAO

ATTACHMENTS (if applicable):

1. Q3 Website Analytics 2024
2. Q3 Social Media Analytics 2024