

THE CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

STAFF REPORT

DATE: January 14, 2025
TO: Committee of the Whole
FROM: Jeanne Harfield, Clerk & Deputy CAO
SUBJECT: Clerk's Department Quarterly Report – Q4 2024

DEPARTMENT HIGHLIGHTS:

This report covers the period from October 1, 2024, until December 31, 2024. During the fourth quarter, the Clerk's department worked on several initiatives including:

- Support for advocacy initiatives following the Association of Municipalities of Ontario (AMO) Conference delegations.
- Submission of delegation requests to Rural Ontario Municipal Association (ROMA) for the upcoming ROMA conference
- 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 and distribution 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.

Highlights from this quarter include, support for budget, coordinating special Council meetings ensuring that material was prepared properly. Development of engagement strategies for 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 second edition of the MM Messenger newsletter was completed and distributed during the fall. Production on the third edition, will begin in January 2025 with distribution planned for early February.

The Communications team heavily supported with budget engagement and the development of communication materials. The team created bi-weekly Budget Spotlights and infographics on municipal departments throughout the fall.

KPIs:

Reporting Dates: October 1, 2024 – December 31, 2024							
Clerk's KPIs	2023	Total Q1	Total Q2	Total Q3	Oct	Nov	Dec
Freedom of Information	6	2	1	1	0	0	0
Legal (active files)	8	2	0	2	1	1	1
Commissioner of Oaths	63	14	14	14	12	4	4
Division Registrar i.e Marriage Licenses/ Death Registrations	155	29	39	46	16	13	2
Lottery Licenses	22	3	4	5	2	2	2
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	1	1	0	0
IC Complaints	0	0	0	0	0	0	0

Year-over-Year Comparison		
Clerk's KPIs	2023	2024
Freedom of Information	6	4
Legal (active files)	8	7
Commissioner of Oaths	63	62
Division Registrar	155	145
Lottery Licenses	22	18
Seasonal Stands	9	11
Other Licenses	20	3
Petitions	0	0
Formal Complaints	4	3
IC Complaints	0	0

Attached to this report are the Q4 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. The Clerks department will also be taking over the project management of MM2048 related projects and will be bringing forward an engagement strategy for MM2048 in Q1 of 2025.

Respectfully submitted by,

Reviewed by:

Jeanne Harfield,
Clerk & Deputy CAO

Ken Kelly,
CAO

ATTACHMENTS (if applicable):

1. Q4 Website Analytics 2024
2. Q4 Social Media Analytics 2024