



**The Corporation of the Township of Tay
Modernization and Corporate Initiatives Committee
Agenda**

March 9, 2023

**9:30 a.m. or immediately following the adjournment of the
Corporate Services Committee meeting
Zoom Video Conference**

To view the live stream, visit the Tay Township [YouTube Channel](#).

Pages

1. Call to Order

2. Adoption of the Agenda

Recommendation:

That the Modernization and Corporate Initiatives Committee Meeting Agenda for March 9, 2023, be approved.

3. Disclosure of Interest

4. Presentations / Delegations

5. Standing Committee Business

5.1 Reports from Municipal Officials

5.1.1 MCI-2023-04 Manager of Communications and Technology, Re: Monthly Activity Report

3

Recommendation:

That Item MCI-2023-04, dated March 9 2023, regarding the Monthly Activity Report for Communications and Technology, be received.

5.2 Other Business

5.3 Items for Information

5.4 Delegation Follow-Up

6. General Discussion – Committee/Staff Question & Answer Period

7. Closed Session

7.1 Retire to Closed Session

Recommendation:

That the Modernization and Corporate Initiatives Committee retire to a Closed Session at (time) a.m. under authority of the Municipal Act, Section 239(2)(a) the security of the property of the municipality.

7.2 MCI-2023-05 Manager of Communications and Technology, Re: security of the property of the municipality (Information Technology Overview)

Recommendation:

That the recommendations contained within Confidential Report MCI-2023-05, regarding the security of the property of the municipality, be received.

7.3 Rise from Closed Session

Recommendation:

That the Modernization and Corporate Initiatives Committee rise from Closed Session at (time) a.m. and return to the regular meeting.

8. Adjournment

Recommendation:

That this Modernization and Corporate Initiatives Committee meeting adjourn at (time) a.m.



Staff Report

To: **Modernization and Corporate Initiatives Committee**

Department: Modernization and Corporate Initiatives

Report Number: **MCI - 2023-04**

Meeting Date: March 9, 2023

Subject: Monthly Activity Report, Communications and Technology

Recommendation

That Item MCI-2023-04, dated March 9 2023, regarding the Monthly Activity Report for Communications and Technology, be received.

Executive Summary

The following provides activity highlights for the Manager of Communications and Technology for February 2023.

Background/Analysis/Options

- Drafted and distributed media releases/public notices for:
 - Mayor Walker proclaims February 1-28 2023, as Black History Month in Tay Township
 - Notice of Public Meeting: For Proposed Amendments to the Township's Official Plan and Zoning By-law
 - Notice of Public Meeting: For a Proposed Temporary Use-By-law
 - Warm up from the extreme cold at the Municipal Office or Library Branches
 - Clearing of dead ash trees on Municipal Lands
 - Deadline Approaching to Nominate Environmental Champions
 - Employment Opportunity: Mechanic – Posting Closes March 2, 2023
 - We're Hiring Season Roads/Parks Operators/Labourers
- Social Media Update
- Published 35 tweets and earned:
 - 4,692 tweet impressions (number of times tweet has been seen)

- 713 profile visits (number of times users visited our page)
 - 9 mentions
 - 1,843 total followers
- Top Posts:
 - Reminder Winter Parking Regulations are in place
 - We wish everyone a safe & happy Family Day
- Published 39 Facebook posts:
 - 1,081 people like our page
 - 1,390 people follow our page
 - 297 engagements (comments, reactions, and shares)
- Top Posts:
 - We're Hiring! Join the #TayTeam today
 - Warm us at the Municipal Office or Tay Library branches during the extreme cold
- LinkedIn
 - 776 Followers
 - Top post: Join the #TayTeam today! We're Hiring a Mechanic!
- Helped promote local events/activities including:
 - County of Simcoe winter cart placement on roads
 - Port McNicoll Youth Activity Group free Family Day Skate event
 - Our Health "Negative News and our Health" Program
 - Upcoming local COVID-19 Vaccine clinics
 - Severn Sound Environmental Association nomination for environmental champions
 - VON Exercise Programs
 - Various local Legion Events – Music Nights, Pancake Breakfasts, Fish Fry Dinners
- Review and edits of various corporate materials.
- Posted meeting notices, Zoom and YouTube meeting information to news feeds and website.
- Designed and created the February Water/Wastewater/News bill insert. Collaborated with various departments on content. Highlights included:
 - Call out for Committee & Board Vacancies
 - Information about Summer Camp and Soccer for Youth
 - Skate and Play at the Tay Community Rink
 - Tay Township Public Library Update
 - Who to contact for Water/Wastewater information
 - Reminder about FOG (fat, oils and grease) and our local sewer system
- Various meetings on IT related matters, including inventory of current software/hardware, troubleshooting current software issues, researching solutions and new options for software and hardware including cost, reliability, and redundancy.

- Assisted with getting the new phone system online at the Municipal office. Internal staff training has been complete, as well as back-end training for the IT Technician and Manager of Communications and Technology. The auto attendant has also been updated. Staff will continue to monitor input from callers/staff and update as needed.
- Assisted with the first successful Live Stream using the newly installed Council Chamber camera system for the Special Budget Meeting and Regular Council meetings in February. Additional work and testing are ongoing to ensure best possible production value is being attained.
- Successfully launched the Tay Township new redeveloped website on February 14, 2023. A wrap up meeting is scheduled for early March to review the project with our website redevelopment team. Work continues to be done on improving and updating this new site.
- Took part in Ontario Municipal Leadership Institute Training focused on: Making a Successful Transition to New Managers.
- Distributed February Mayors Column to local newspaper
- Created and distributed eNewsletter "News & Notes" February 2023.

Financial and Resource Implications

There are no financial or resource implications associated with this Item.

Reference Documents

There are no reference documents associated with this Item.

Attachments

There are no attachments to this Report.

Prepared By Elizabeth Smith
Manager of Communications and Technology

Approvals

Date

Andrea Fay, Chief Administrative Officer

March 1, 2023