

## CLERK'S DEPARTMENT MONTHLY REPORT

APRIL, 2020

Q1 COW Report Covers January, February and March 2020

### DEPARTMENT OVERVIEW & STATISTICS

<u>Area of Responsibility</u>	<u>2019 Year End</u>	<u>2020 Year To Date</u>
Insurance or Small Claims Processed (incl.potential)	29	5
Pelham Deaths Registered	68	11
Deaths Outside of Pelham Registered	96	28
Lottery Licenses Issued	33	7
Council Meetings Attended/Minuted	21	5
Special Council Meetings Attended/Minuted	41	6
COW Meetings Attended/Minuted	17	3
Public Meetings Attended/Minuted	6	2
P & P Meetings Attended/Minuted	8	2
Affidavits Sworn	127	38
FOI Requests Received/Processed	5	4
FOI Appeal or Complaint	0	-
Closed Meeting Investigation	0	1
Committee of Adjustment – Variances	29	22
Committee of Adjustment – Consents	12	9
Committee of Adjustment – Hearings	13	6
LPAT Appeals C of A	4	3
Property Standards Appeals	0	-
Fence Viewing Meetings	0	-
By-laws	120	37
Itinerant Seller/Vehicle Licenses Issued	1	-
Wet/Dry Status to AGCO	1	-
Sidewalk Patio/Sidewalk Sale Permits	2	-
Special Event Permit – Private	1	-
Livestock Valuer Claims	2	-
Drainage Petitions Received	0	-
AMP Review Hearings	19	23
AMP Review Decision Appeals	0	-
Marriage Licenses Issued	31	5
Civil Marriage Ceremonies Officiated	13	-
Proclamations	8	6
Press Releases	27	12
News Briefs	66	42



Administration  
Services

## PROJECTS

### COVID-19

Clerk's staff have prioritized website and social media communication during the COVID-19 (coronavirus) pandemic. A webpage is dedicated to news and updates from the Town and Provincial and Federal governments. A comprehensive and multi-faceted approach to communication strategies has been developed. This includes both the town as well as works in close alliance with our sister municipalities in Niagara to ensure consistent messaging aligned with Provincial and Federal expert advice.

The Clerk and Marketing/Communications Specialist participate in daily Emergency Operations Centre conferences. Marketing and Communications also participates regularly in the Niagara Communications Network conferences, while the Clerk is in constant communications with local area Clerks.

### Parking Tickets

The first quarter saw an influx of parking tickets as a result of winter operation parking restrictions. In response, Clerk's staff have completed 23 screening reviews during the first quarter of 2020, wherein 2019 saw a total of 19 screening reviews.

### Committee of Adjustment Files

Committee of Adjustment files have consumed Clerk's staff for the first quarter. Pursuant to the *Planning Act*, minor variances must be heard within 30 days from the date the application was submitted. Consents must be heard within 60 days. To date 19 minor variance and 4 consent applications have been submitted. 3 decisions are in the appeal process. Clerks staff are working through how to deliver public hearings for Committee of Adjustment during the COVID-19 pandemic. Consideration must be given to the ability to utilize electronic meeting formats, while still allowing for public input.

### Gypsy Moth

In conjunction with Public Works staff, Clerks staff are working to develop a gypsy moth communication plan in lieu of a public meeting. Although public access to the Town remains limited at this time, engaging with residents remains a priority.

### PR/ Marketing Analytics, January - March 2020

#### Website

Page Views	Unique	Average Time on Page
114,931	92,598	1:40 minutes

Top 5 pages: MCC, arena programs, careers, cancellations, rec and leisure

#### Twitter

Tweets	Impressions	New Followers
144	96k	59

## Facebook

Engagement	Page Views	Total Reach
11,801	2,148	52,307

## Projects

- COVID-19 web pages, links, communications tactics
- Community guide completed in early March for early April distribution
- Gypsy moth communications outline

## Print Advertising/Promotion

- Jan – March newsletter
- 11 print ads

## CONSTITUENT CONCERNS & ISSUES ARISING

Due to the COVID-19 pandemic, Committee of Adjustment hearings have been postponed until further notice.

## PERSONNEL

## GRANTS, CONTRACTS, RFPs & AGREEMENTS

## MEETINGS

### Town Clerk

SLT

Committee of Adjustment Hearing

Committee of Adjustment Review Meeting

Service Excellence Training

EOC - Daily

### Marketing/ PR Specialist

eSolutions

RCW marcom x2

2021 Summer Games

EOC – Daily



**Administration  
Services**

Niagara Emergency Communicators x3  
Service Excellence Training

Deputy Clerk

Committee of Adjustment Applications  
Committee of Adjustment Hearing  
Committee of Adjustment Review Meeting  
Service Excellence Training

Administrative Assistant

Airport meeting  
Committee of Adjustment  
Committee of Adjustment Review Meeting  
Service Excellence Training  
EOC – 1 week