

Reporting Period: Clerk's Office Quarterly Report for the period:
 October, November, December 2021

Recommendation:

BE IT RESOLVED THAT the Q4/2021 Clerk's Report be received for information.

Department Overview and Statistics:

<u>Year</u>	<u>2019</u>	<u>2020</u>				<u>2021</u>			
<u>Quarter (Year to Date)</u>	<u>Year End</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>
Insurance or Small Claims Processed (incl.potential)	29	5	8	16	21	4	8	18	29
Pelham Deaths Registered	68	11	36	53	64	28	43	52	72
Deaths Outside of Pelham Registered	96	28	53	77	110	31	55	76	99
Lottery Licenses Issued	33	7	7	9	12	1	2	4	9
Council Meetings Attended/Minuted	21	5	11	17	21	5	11	15	22
Special Council Meetings Attended/Minuted	41	6	10	15	18	7	11	16	19
COW Meetings Attended/Minuted	17	2	2	4	6	-	-	1	3
Public Meetings Attended/Minuted	6	2	2	4	8	3	4	5	7
P & P Meetings Attended/Minuted	8	1	1	1	1	-	-	-	-
Affidavits Sworn	127	38	39	58	79	73		104	
FOI Requests Received/Processed	5	4	8	13	15	2	12	16	19
FOI Appeal or Complaint	0	-	-	-	1	-	1	1	2
Closed Meeting Investigation	0	1	1	1	1	-	1	1	1
Committee of Adjustment – Variances	29	22	23	26	28	18	31	36	41
Committee of Adjustment – Consents	12	9	9	11	11	18	24	30	33
Committee of Adjustment – Hearings	13	6	11	15	15	4	8	11	14
LPAT Appeals C of A	4	3	3	3	3	-	-	-	-
Property Standards Appeals	0	-	-	-	0	-	-	-	-
Fence Viewing Meetings	0	-	-	-	0	-	-	-	-
By-laws	120	37	63	96	114	27	56	88	101
Itinerant Seller/Vehicle Licenses Issued	1	-	1	1	1	1	2	2	2
Short Term Accommodation Licences Issued	-	-	-	0	1	2	2	3	3
Wet/Dry Status to AGCO	1	-	3	4	4	-	-	1	1
Sidewalk Patio/Sidewalk Sale Permits	2	-	-	4	4	-	2	3	3

Special Event Permit – Private	1	-	-	-	0	-	2	2	2
Livestock Valuer Claims	2	-	-	-	0	-	-	-	-
AMP Review Hearings	19	23	23	28	29	1	2	2	2
AMP Review Decision Appeals	0	-	-	-	0	-	1	1	1
Marriage Licenses Issued	31	5	5	27	29	5	21	50	51
Civil Marriage Ceremonies Officiated	13	-	-	10	15	1	4	9	9
Proclamations	8	5	5	5	5	1	6	6	6
Press Releases	27	12	31	44	51	13	26	37	44
News Briefs	66	42	92	136	164	33	68	81	102
PSR	-	-	-	-	0	-	-	1	1

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Projects:

Committee Training Presentations

The Clerk's Department has updated and streamlined its Committee training and onboarding presentations Parliamentary Procedure for Committees and Effective Meeting Tips.

Shared Servicing Agreement re: Shared Appeals Officer

Over the past several months the Clerk's Department has been actively working on creating a shared servicing agreement with several neighbouring municipalities. This shared servicing agreement allows municipalities to provide a shared service to our residents while also sharing the costs associated with this service. The effort has been successful with at least eight municipalities joining.

2022 Municipal and School Board Election

The Clerk's Department has been actively working on the upcoming Municipal and School Board Election. Currently staff are working on creating an awareness campaign with the goal of increasing election awareness and voter turnout. The Clerk's Department has been working with the Communications Specialist to create a variety of election awareness materials to be used in 2022.

Records Management RFP

The Clerk's Department has been actively participating in the procurement of a new records management software. Demonstrations began in Q4 of 2021, with follow-up demonstrations resuming in 2022. Alongside Corporate Services, the Clerk's Department will be heavily involved in the implementation of the new program, with the goal of streamlining records management and ensuring the protection and retention of corporate records.

PR/Marketing Analytics, October to December 2021

Page Views	Pages per Session	Average Time on Page
101 678	1.94	1:43

Top 5 pages: Main page, Meridian Community Centre, Arena and Skating Programs, Careers, Christmas in Pelham.

Twitter

Tweets	Engagement	New Followers
252	532	44

Facebook

Engagement	Page Views	Total Reach
3 060	3 495	121 016

Instagram

Total Posts	Engagement	Post Video Views
309	3 086	374

Engaging pelham (Bang the Table)

Total Visitors	New Registrations	Engaged/ Informed Visitors
443	8	3/133

Marketing Projects:

- Life in Pelham November Issue (Print)
- Christmas in Pelham Media Campaign (Print/Web/Social)
- Shop Local Campaign (Print/Radio/Social)
- Summer Hiring Campaign (Social)
- Culture Crawl Campaign (Print/Social)
- Pelham Cares Food Drive (Print)

Public Relations Projects:

- Flag Raising and Media support – Women’s Place South Niagara, Positive Living Niagara
- REDdress Installation Reveal
- Silverstick Puck Drop
- E.L. Crossley Student Artwork Reception

Employee Updates:

Jacqueline Miller joined the Clerk’s department in the role of Legislative and Committee Coordinator on October 25, 2021.

The Legislative and Committee Coordinator completed the AMCTO Civil Marriage Solemnization workshop. This position will assist the Town Clerk and Deputy Clerk in officiating civil ceremonies.

Meetings:

Town Clerk

- SLT
- Weekly meeting with CAO
- Committee of Adjustment Hearings
- EOC
- JAAC Admin Group Meeting
- Shared Appeals Officer Discussion Meetings
- Area Clerk Meeting re Municipal Election
- Election Planning Kick-off

Deputy Clerk

- SLT/ EOC as required
- Committee of Adjustment Hearings
- Committee of Adjustment Test Sessions
- Pre-Consultation Meetings for Committee of Adjustment
- Area Clerk Meeting re Municipal Election
- Election Planning Kick-off
- Records Management RFP Demonstrations

Legislative and Committee Coordinator

- Committee of Adjustment Hearings
- Committee of Adjustment Test Sessions
- Election Planning Kick-off
- Records Management RFP Demonstrations

Communications Specialist

- EOC
- EM
- Pelham Summerfest Committee
- Pelham Active Transportation Committee
- LAM Communicators
- Niagara Region INS