

Reporting Period: Clerk's Office Quarterly Report for the period: January, February, March 2022

Recommendation:

BE IT RESOLVED THAT the Q1/2022 Clerk's Report be received for information.

Department Overview and Statistics:

<u>Year</u>	<u>2020</u>	<u>2021</u>				<u>2022</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)	21	4	8	18	29	8			
Pelham Deaths Registered	64	28	43	52	72	22			
Deaths Outside of Pelham Registered	110	31	55	76	99	20			
Lottery Licenses Issued	12	1	2	4	9	2			
Council Meetings Attended/Minuted	21	5	11	15	22	5			
Special Council Meetings Attended/Minuted	18	7	11	16	19	2			
COW Meetings Attended/Minuted	6	-	-	1	3	-			
Public Meetings Attended/Minuted	8	3	4	5	7	3			
P & P Meetings Attended/Minuted	1	-	-	-	-	-			
Affidavits Sworn	79		73	104		-			
FOI Requests Received/Processed	15	2	12	16	19	1			
FOI Appeal or Complaint	1	-	1	1	2	-			
Closed Meeting Investigation	1	-	1	1	1	-			
Committee of Adjustment – Variances	28	18	31	36	41	3			
Committee of Adjustment – Consents	11	18	24	30	33	5			
Committee of Adjustment – Hearings	15	4	8	11	14	3			
OLT Appeals C of A	3	-	-	-	-	2			
Property Standards Appeals	0	-	-	-	-	-			
Fence Viewing Meetings	0	-	-	-	-	-			
By-laws	114	27	56	88	101	31			
Itinerant Seller/Vehicle Licenses Issued	1	1	2	2	2	-			
Short Term Accommodation Licences Issued	1	2	2	3	3	-			
Wet/Dry Status to AGCO	4	-	-	1	1	1			
Sidewalk Patio/Sidewalk Sale Permits	4	-	2	3	3	-			
Special Event Permit – Private	0	-	2	2	2	-			

Livestock Valuer Claims	0	-	-	-	-	-
AMP Review Hearings	29	1	2	2	2	2
AMP Review Decision Appeals	0	-	1	1	1	-
Marriage Licenses Issued	29	5	21	50	51	3
Civil Marriage Ceremonies Officiated	15	1	4	9	9	-
Proclamations	5	1	6	6	6	2
Press Releases	51	13	26	37	44	22
News Briefs	164	33	68	81	102	21
PSR	0	-	-	1	1	-

Projects:

Shared Appeals Officer

The Town of Pelham spearheaded a project for Niagara municipalities to work together and share a hearings officer. Originally eight municipal partners joined the initiative but since the commencement of the shared program, two additional municipalities have joined. To date, there have been two successful appeal hearings completed.

Procedural By-Law

The Clerk's department has been actively working on a comprehensive revised Procedural By-Law. More than 20 procedural by-laws within the province were reviewed to ensure best practices are implemented.

The Clerk's department held multiple full working day meetings in an effort to create the best document for Pelham, which is easy to understand and to eliminate ambiguity.

Council Chambers Technology

The technology in Council Chambers has been updated to allow for better hybrid meetings. The cameras in Council Chambers now will *zoom* to the speaker regardless of where they are sitting in Chamber. Should any member of Council wish to meet in person, they are welcome to do so upon providing notice to the Clerk.

2022 Municipal and School Board Election

Preliminary Notice of Election

The Area Clerks Election Working group worked together to create a shared Niagara Votes preliminary notice of election. The advertisement is scheduled to run in local newsprints in early April. This notice is a statutory requirement.

Additionally, the Clerk posted a preliminary notice of election on the Town's election website.

Candidates Night

The Niagara Region's 2022 Municipal Elections "Candidates Night" will be hosted by Town of Pelham at the MCC on Thursday, April 28, 2022 from 6:00 – 9:00 p.m. It is estimated that approximately 100 people will attend.

Update Policies, Guides and Forms

The Clerk's department has begun reviewing and updating its election policies, guides and forms for the upcoming election. This includes a new professional look and feel. As documents are approved they will be uploaded to the Town's election website.

Awareness Campaign

The Clerk's department launched an awareness campaign in an effort to promote: being a candidate, working the election and coming out to vote. In this regard the Clerk's department, alongside the Communication Specialist, has created: envelopes with the Town's election logo, a neighborhood mail out and a 2022 serving the Town of Pelham flyer.

Preparation for Election Works

The Clerk's department has started its election worker recruitment campaign. In this regard, the Clerk's department has reviewed and, where necessary, revised, the job descriptions, remuneration of positions and the application. The application can be found on the Town's election website.

In an effort to promote applications, the Clerk's department has sent letters to previous workers, advisory committee members and service club members to encourage participation.

Voting Dates and Locations – Advance Polls and Voting Date

The Clerk's department has finalized the 2022 Municipal School Board and Election advance voting dates and locations along with Voting date locations.

The Clerk's department will run three advanced polls, being held on: Saturday, October 1, 2022, Saturday, October 15, 2022 and Tuesday, October 18, 2022. There are various locations for voting on voting day as well. All details are available on the Town's election website.

PR/Marketing Analytics, January - March 2022

Page Views	Pages per Session	Average Time on Page
115 329	2.16	1:45

Top 5 pages: Main page, Online Services, Careers, Meridian Community Centre, Arena and Skating Programs

Twitter

Tweets	Engagement	New Followers
269	432	53

Facebook

Engagement	Page Views	Total Reach
2,838	3,924	47,858

Instagram

Total Posts	Engagement	Post Video Views
248	2,651	501

Engaging pelham (Bang the Table)

Total Visitors	New Registrations	Engaged/ Informed Visitors
486	3	3/340

Marketing Projects:

- Life in Pelham Spring Issue (Print/Digital)
- Family Day in Pelham Media Campaign (Print/Web/Social)
- March Break in Pelham (Social)
- Summer Camp Promotion (Print/Social)
- Earth Week in Pelham (Print/Web/Social)
- Rain Barrel Campaign (Print/Social)
- Spongy Moth Campaign

Public Relations Projects:

- Crime Stoppers Niagara Flag Raising and Campaign
- Meals on Wheels Flag Raising and Campaign
- Flag Raising for Ukraine
- Centennial Park Funding announcement
- Pathstone Clinic Cheque Presentation

Employee Updates:

The Legislative and Committee Coordinator is currently enrolled in AMCTO's Primer on Planning course.

The Town's Election Coordinator started with the Town on April 11th, 2022.

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
- Bi-weekly Election Planning Meetings
- Escribe Manager Training
- Secretary-Treasurer's Meeting
- Election Coordinator Interviews

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
- Bi-weekly Election Planning Meetings
- Escribe Manager Training
- MPAC Voter Lookup
- Secretary-Treasurer's Meeting
- Election Coordinator Interviews
- Itinerant By-law Review
- Crisis and Communication Training for Municipalities, Redbrick Communications

Legislative and Committee Coordinator

- Committee of Adjustment Hearings
- Committee of Adjustment Test Sessions
- Escribe Manager Training
- Shared Appeals Hearing Officer Training with Town of West Lincoln and City of St. Catharines
- Itinerant By-law Review
- Bi-weekly Election Planning Meetings

Communications Specialist

- EOC
- EM
- Pelham Summerfest Committee
- Pelham Active Transportation Committee
- LAM Communicators
- Crisis and Communication Training for Municipalities, Redbrick Communications