5. c) Recommendation

That the report of the Communications & Marketing Coordinator with respect to the progress made in the new position over the first six (6) months be received for information.

Information

At the April 9th Council meeting, Council approved that staff proceed with the recruitment process for the Communications/Marketing Coordinator position.

Since being appointed Communications/Marketing Coordinator on July 8th of 2019, the following has been accomplished:

- Met with Council Members regarding their personal social media accounts
- Designed, executed and promoted the 2019 Selwyn Township Annual Report Card
- Continued the monthly Resident eNewsletter
- Continued the bi-weekly Selwyn Spotlight published in the Lakefield Herald
- Continued the #SpotlightonCouncil social media posts for each Council meeting
- Initiated the use of HootSuite, a social media management platform, which:
  - Hosts all of your social media platforms in one location, including multiple Facebook pages (ie. PolarFest, Lakefield Jazz, Art & Craft Festival, Selwyn Trails, etc.)
  - Saves time and keeps your social media presence active by allowing you to schedule posts
  - Allows you to follow topics and respond quickly with social media monitoring
- Designed, executed and promoted the CIP Financial Incentive Program Brochure
- Designed, executed and promoted the Secondary Suites Brochure
- Shot, edited and promoted the Local Government Week – ‘Meet Your Council’ videos (5 Total)
- Designed, executed and promoted the distribution of the Holiday Garbage/Recycling Collection Schedule
• Completed the following grant applications:
  o Canadian Experiences Fund (CEF) application for the completion of Phases 2 and 3 of the Fairbairn Trail
  o Rural Economic Development (RED) application for public realm improvements in the Village of Lakefield and infrastructure related to Lakefield being designated as a Trent-Severn Trail Town
  o Investing in Canada Infrastructure Program (ICIP) – Community, Culture & Recreation Stream application for the renovation of Memorial Hall in Lakefield to allow for the expansion of the Lakefield Library and the creation of accessible community and partner space on the second floor
  o Collaborated with the Kawartha Chamber of Commerce & Tourism on a successful Digital Service Squad application
  o Successfully applied to host National Coaching Certification Program (NCCP) Community Clinics from September 27-29th at the Ennismore Community Centre for local coaches and sporting organizations

• Attended the following:
  o Monthly Social Media Workshops with Sofie Andreou
  o International Economic Development Council (IEDC) Economic Development Marketing & Attraction Course (November)

The following is in progress and/or part of the 2020 Work Plan:

• Develop, implement and promote the new Selwyn Township Municipal app
• Develop and support the updating of the Selwyn Township website
• Design, execute and promote the Council Communicator
• Collaborate with Strexer-Harrop on the:
  o Selwyn Township Investment Attraction Guide
  o Co-operative Marketing Campaign – Local Restaurants

• Publish a quarterly Business eNewsletter (scheduled to begin in January)
• Design and execute the distribution of ‘Clear Bag Program’ promotional material
• Collaborate with Peterborough & the Kawarthas Tourism (PKT) to establish a ‘wish list’ of professional photos and video from around Selwyn Township
• Update the Selwyn Trails Brochure
• Update the Selwyn Township Community Profile
• Support the Kawartha Chamber of Commerce & Tourism on the promotion and implementation of the Digital Service Squad with businesses in Selwyn Township
• Complete the grant applications as required, including:
  
  o Eastern Ontario Development Fund (EODF) Community Economic Development Municipal Stream application – possible business incubation space – upper level of the Lakefield Police/Chamber office

• Shoot, Edit and Promote video segments. Some ideas for 2020:
  
  o Landfill Tour (editing stage)
  o Snow Removal Operations (shooting stage)
  o Community Transportation Program (2020)
  o Clear Bag Program (2020)
  o Local Business Features (2020):
    - Projects in the Works (Kingdon Timber Mart)
    - Projects in Development (Rosemere Manor)
    - CIP Financial Incentive Program Recipients

Financial Impact

There is no financial impact with receiving this report for information.

Environmental Impact

There is no environmental impact with receiving this report for information.

Strategic Plan Reference

Goal: to achieve excellence in governance and service delivery.

Attachment
  - None

Meaghan Larocque
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Janice Lavallee
Reviewed By: Janice Lavallee, CAO