

Staff Report

To: Mayor Bazinet and Members of Council
Report From: Andrea Fisher, Director of Legislative Services/Clerk
Meeting Date: March 17, 2025
Subject: Semi-Annual Town Hall Community Information Sessions

Recommendation:

That the next Strategic Action Plan Town Hall Community Information Session be held at 6:30 PM on May 22, 2025, at the Huron County Museum;
And That Goderich Town Council authorizes Colin Carmichael, Huron Chamber of Commerce, to be responsible for the meeting set up, promotion, moderation and facilitation of the event, including a feedback questionnaire following the event to measure attendees' satisfaction with the Strategic Action Plan Town Hall Community Information Session;
And That any costs associated with the Huron Chamber of Commerce staff time, facility rental and promotion for the event be paid by the Town of Goderich;
And That Council hold a second Strategic Action Plan Town Hall Community Information Session in November (date to be determined);
And That due to livestreaming capabilities not being in place at the Huron County Museum, that livestreaming does not take place at the May session.
And That livestreaming be evaluated for the November session.

Report Summary:

To provide Council with information regarding the Strategic Action Plan Semi-Annual Town Hall Community Information Session scheduled for 6:30 PM on May 22, 2025, at the Huron County Museum.

Background/Analysis:

During the Strategic Plan process, Council prioritized the need to demonstrate open government and financial accountability by hosting semi-annual Town Hall Community Information Sessions.

Two sessions were held in 2024; May 21, 2024, at Memorial Arena (37 in attendance) and November 27, 2024 (50 in attendance).

The purpose of this next session will again be to provide citizens of Goderich with a progress report on the implementation of the Town's 2023-2027 Strategic Action Plan and encourage the public to voice how they think Council are doing in this regard. It will also provide a chance for the public to make recommendations for changes or revisions to the Strategic Action Plan.

This is not a question-and-answer session. Council's primary role, after providing the progress report, is to listen to what residents have to say, and seek clarification when appropriate. The Goderich Strategic Action Plan Update is not intended to be an open-ended opportunity for citizens to voice complaints about anything other than the items contained within the Strategic Action Plan.

As per previous sessions, the Mayor could again report on the development of the Strategic Plan and explain how Council and staff are using it as a guide in their decision-making, including specific initiatives Council has taken to date to meet its goals. Attendees would then be invited to come up to a microphone and provide their assessment of how Council is doing regarding the goals that have been set. Council is not in attendance to defend or explain itself when attendees offer negative comments. Council is there to listen and to give citizens an opportunity to express their ideas directly to Council members in public before other residents of Goderich.

Colin Carmichael, Huron Chamber of Commerce Executive Director, has suggested that perhaps Council would like to choose an item out of the Strategic Action Plan to highlight/discuss, and that these topics could be shared ahead of time during the promotion of the session and help to reduce the risk of the session being dominated by a single topic.

The Huron Chamber of Commerce would be responsible for providing posters advertising the event to be shared around the community, as well as social media and website posts, and placing an advertisement in the Goderich Sun. The Town would advertise on its own website and social media. A radio interview by the Mayor could also be an option to increase awareness of the event. Advertising of the event would commence at the end of April 2025.

The Huron Chamber of Commerce Executive Director will require 15 hours for event planning and facilitating the May event.

The Strategic Plan Progress Report will be provided at an upcoming Council meeting by the Chief Administrative Officer. Attendees will be given a copy of the Strategic Plan Progress Report at the event.

The Huron Chamber will again provide a questionnaire for attendees to use to report on their level of satisfaction with the event.

Linkages:

Corporate Strategic Plan Priority #4: Good Government

Financial Impacts/Source of Funding:

Advertising costs - Goderich Sun (up to two (2) advertisements) - approximately \$500.00

Museum Auditorium rental rate - \$42.38

Chamber of Commerce Executive Director's Event Planning and Facilitating costs - approximately \$600.00.

Consulted With:

Colin Carmichael, Huron Chamber of Commerce Executive Director

Approved By:

Janice Hallahan, Chief Administrative Officer