



Staff Report

Administration

Report To: Committee of The Whole
Meeting Date: May 19, 2020
Report Number: FAF.20.089
Subject: Approval of Communications and Economic Development Coordinator
Prepared by: Shawn Everitt, Chief Administrative Officer

A. Recommendations

THAT Council receive Staff Report FAF.20.089, entitled "Approval of Communications and Economic Development Coordinator";

AND THAT Council authorizes staff to proceed with the hiring of a Communications and Economic Development Coordinator as outlined in the 2020 Approved Budget.

B. Overview

The hiring of a Communications and Economic Development Coordinator was considered and approved through the 2020 Budget process. However, as the financial impact is over \$50,000, the approval requires the consideration of Council prior to moving forward with filling this position.

C. Background

As outlined in the 2020 Budget, the Town is currently developing an Economic Development Strategy and a Communications Strategy that will serve as a strategic guide over the next five years. Both strategies are being completed in consultation with the respective committees of Council. The strategies will contain SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound) and actionable goals and tactics that, when implemented, will directly benefit the Town.

The current Communications and Economic Development Project Specialist (1-year) staff position was funded through the Communications Strategy and the Economic Development Strategy budgets with the sole purpose of leading the development of both strategies. The contract position is scheduled to end in July 2020.

To effectively implement the action items of both strategies, additional staffing capacity within the Communications and Economic Development Division is required. In addition, increased

staffing capacity will enable the Town to be more proactive with economic development and communication.

D. Analysis

During the 2020 budget deliberations, Council reviewed and considered a variety of staffing options for the Communications and Economic Development Division. In the end, Council approved the addition of a full-time Communications and Economic Development Coordinator to start in August 2020, which aligns with the end of the current 1-year contract position.

Earlier in 2020, the title of the Communications and Economic Development Coordinator position was changed to the Manager of Communications and Economic Development to better reflect the work of the position. This change allowed for a coordinator level role to be hired to support the division.

The timing of this report, and the anticipation of its approval by Council, will allow staff to initiate the recruitment process and allow for a potential start date in August as or originally proposed.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability

Objective #1 Retain Existing Business

Objective #2 Attract New Business

Objective #3 Promote a Diversified Economy

Objective #4 Support Value-Added Agriculture and Culinary Tourism

Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Objective #2 Use Technology to Advance Engagement

Objective #3 Strengthen Partnerships

Goal #3: Support Healthy Lifestyles

Objective #1 Promote the Town as a Healthy Community

Objective #2 Increase the Range of Housing Choices and Promote Housing Affordability

Objective #3 Manage Growth and Promote Smart Growth

Objective #4 Commit to Sustainability

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #1 To Be an Employer of Choice

Objective #2 Improve Internal Communications Across our Organization

Objective #3 To Consistently Deliver Excellent Customer Service

Objective #4 To Be a Financially Responsible Organization

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

It is anticipated that the staff within Communications and Economic Development Division will develop ongoing relationships with the Town's various Committees of Council including the Sustainability Advisory Committee.

G. Financial Impact

This position was approved within the 2020 budget with the projected start date in August 2020 and is funded fully by taxation.

H. In consultation with

Tim Hendry, Manager of Communications and Economic Development

Jennifer Moreau, Director of Human Resources

Ruth Prince, Director of Finance and IT Services

Chair of the Communication Committee

Chair of the Economic Development Advisory Committee

Sam Dinsmore, Manager of Accounting and Budgets

Senior Management Team

I. Public Engagement

The topic of this Staff Report has been subject to a Public Meeting and/or a Public Information Center which took place through the 2020 Budget deliberations.

Comments regarding this report should be submitted to Tim Hendry, Manager of Communication and Economic Development at communications@thebluemountains.ca.

J. Attached

1. 2020 Proposed Staff Information Sheet from the 2020 Approved Budget

Respectfully Submitted,

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
cao@thebluemountains.ca
519-599-3131 extension 234

Proposed Addition - Communications and Economic Development **Communications and Economic Development Coordinator**

Business Need

The Town is currently developing an Economic Development Strategy and a Communications Strategy that will serve as a strategic guide over the next five years. Both strategies are being completed in consultation and through guidance of the respective committees. The strategies will contain SMART and actionable goals and tactics that when implemented will directly benefit the Town.

The current Communications and Economic Development Project Specialist 1-year staff position was funded through the Communications Strategy and the Economic Development Strategy budgets with the sole purpose of leading the development of both strategies. The contract position is scheduled to end in July 2020.

To effectively implement the action items of both strategies, additional staffing capacity within the Communications and Economic Development Department is needed. In addition, increased staffing capacity will enable the Town to be more proactive within economic development and communication.

Options or Solutions Analysis

1. Hire a full-time Communications and Economic Development Coordinator starting August 2020.

Staff recommend that at the end of the current 1-year contract position, that a full-time Communications and Economic Development Coordinator be hired. This will provide immediate support within the department and allow for the implementation of the respective strategies.

Previous Options

2. Contract Extension and Consideration of Full-Time Staff in 2021 Budget

Extend the current Communications and Economic Development Project Specialist position for a period of 10 months and approve the submission of one full-time Economic Development Assistant position into the 2021 budget for consideration by Council at that time.

This option would allow for a consistent level of staffing until the full-time Economic Development Assistant would be able to start, pending approval of the 2021 budget.

3. Hire a full-time Economic Development Assistant in 2020

This option would expedite the full-time staff member and run parallel to the current Communications and Economic Development Project Specialist position until the current one year contract is complete.

Financial and/or Non-Financial Benefits

The key benefit of additional staffing resources will be the effective implementation of the action items identified within the Economic Development Strategy.

Risk Analysis

Insufficient staffing will result in missed economic development opportunities and bottlenecks within implementing action items identified within the Economic Development Strategy.

Recommendation

Staff recommend that at the end of the current 1-year contract position, that a full-time Communications and Economic Development Coordinator be hired. This will provide immediate support within the department and allow for the implementation of the respective strategies.

Implementation Plan

The hiring of the Communications and Economic Development Coordinator will be administered by the Town HR Department. The addition of the full-time staff member would be advertised after the budget is approved.

Budget – Option 1

The budget presented below illustrates the full time position in 2020 through to 2024.

Description	Total	2020	2021	2022	2023	2024
Expenditures						
Full Time Salaries	\$282,650	\$23,600	\$59,750	\$62,800	\$66,600	\$69,900
Full Time Benefits	\$95,920	\$7,870	\$20,500	\$21,550	\$22,700	\$23,300
Expenditures Total	\$378,570	\$31,470	\$80,250	\$84,350	\$89,300	\$93,200
Funding						
Revenue Fund - Taxation	\$378,570	\$31,470	\$80,250	\$84,350	\$89,300	\$93,200
Funding Total	\$378,570	\$31,470	\$80,250	\$84,350	\$89,300	\$93,200