

# GENERAL GOVERNMENT SERVICES COMMITTEE AGENDA



Monday, November 26, 2012, at 4:45 p.m.  
Sutton Room, 2<sup>nd</sup> Floor  
55 Zina Street, Orangeville

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Declarations of Pecuniary Interest by Members

## **REPORTS**

1. GENERAL GOVERNMENT SERVICES – November 26, 2012– Item #1  
Procedural By-law 2008-15

A report from the Director of Corporate Services/Clerk dated November 26, 2012 to recommend that a Procedural By-law Review Sub-Committee be established to review the current Procedural By-law.

### ***Recommendation:***

***THAT the report of the Director of Corporate Services/Clerk dated November 28, 2012 with respect to a review of the Procedural By-law, be received;***

***AND THAT a Procedural By-law Review Sub-Committee, consisting of the Chief Administrative Officer, Clerk, Deputy Clerk and three Members of Council, be struck to review Procedural By-law 2008-15, and report back to General Government Services with any proposed changes.***

2. GENERAL GOVERNMENT SERVICES – November 26, 2012– Item #2  
Communications Committee Update

A report from the Director of Corporate Services/Clerk dated November 26, 2012 to provide the Committee with an update on the communications in particular, the website update and social media.

### ***Recommendation:***

***THAT the report of the County Clerk/Director of Corporate Services dated November 26, 2012, regarding the Communications Update be received.***

## **CORRESPONDENCE**

3. GENERAL GOVERNMENT SERVICES – November 26, 2012 – Item #3  
Thank You Letters
  - a) Orangeville Sustainability Action Team dated November 5, 2012, giving thanks for the facilitation of the community garden at the Edelbrock Centre.
  - b) Headwaters Arts received November 13, 2012 with respect to supporting the recent Headwaters Art Festival.

### ***Recommendation:***

***THAT the correspondence from the Orangeville Sustainability Action Team dated November 5, 2012 , thanking Council for the facilitation of a community garden at the Edelbrock Centre and from Headwaters Arts received November 13, 2012 with respect to supporting the recent Headwaters Art Festival, be received.***

## **BUDGET**

4. GENERAL GOVERNMENT SERVICES – November 26, 2012 – Item #4  
2013 Budget

Further discussions on the 2013 draft budget.

NEXT MEETING: To be determined  
55 Zina Street, Orangeville

# CORPORATION OF THE COUNTY OF DUFFERIN



## REPORT TO GENERAL GOVERNMENT SERVICES



**To:** Chair Ryan and Members of General Government Services

**From:** Pam Hillock, Director of Corporate Services/Clerk

**Meeting Date:** November 26, 2012

**Subject:** **Procedural By-law 2008-15**

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### **Purpose**

The purpose of this report is to recommend that a Procedural By-law Review Sub-Committee be established to review the current Procedural By-law.

### **Background & Discussion**

Mention has been made recently at Council meetings about a review of the procedural by-law. A procedural by-law is a legislative requirement under the *Municipal Act, 2001* and governs the calling, place and proceedings of meetings of Council. The meeting notice provisions are also stated in this by-law. The current procedural by-law was passed in 2008 and it is good practice to review this by-law every few years. Recent amendments have been made to the by-law pertaining to committee structure and composition.

Since there has not been a review of the procedural by-law in the past five years, a comprehensive review of the by-law would be worthwhile to ensure current procedures are efficient and to consider where new procedures or changes should be included.

This review would also allow Members of Council with an opportunity to provide input on the contents of the procedural by-law.

### **Local Municipal Impact**

There is no local municipal impact.

### **Financial, Staffing, Legal, or IT Considerations**

There is no financial, staffing, legal or IT implications as a result of this report.

**Recommendation**

THAT the report of the Director of Corporate Services/Clerk dated November 28, 2012 with respect to a review of the Procedural By-law, be received;

AND THAT a Procedural By-law Review Sub-Committee, consisting of the , Chief Administrative Officer, Clerk, Deputy Clerk and three Members of Council, be struck to review Procedural By-law 2008-15, and report back to General Government Services with any proposed changes.

Respectfully Submitted,

Pam Hillock  
County Clerk/Director of Corporate Services

Prepared by: Michelle Dunne, Deputy Clerk

# CORPORATION OF THE COUNTY OF DUFFERIN



## REPORT TO GENERAL GOVERNMENT SERVICES COMMITTEE



**To:** Chair Ryan and Members of the General Government Services Committee

**From:** Pam Hillock, County Clerk/Director of Corporate Services

**Meeting Date:** November 26, 2012

**Subject:** Communications Update

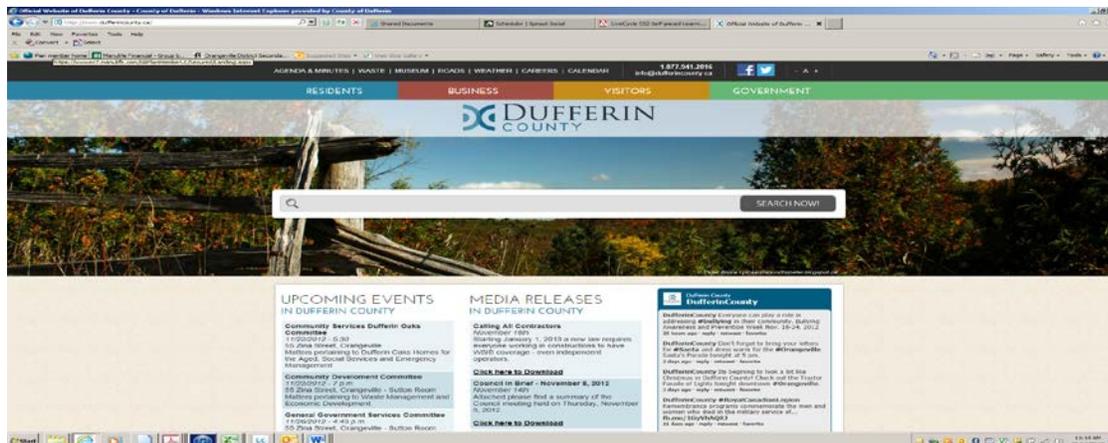
### Purpose

The purpose of this report is to provide an update on the activities pertaining to communications, in particular, the website update and social media.

### Background & Discussion

In early summer, a cross-departmental Communications Team was established by the Senior Management Team for the purpose of creating a consistent visual identity, investigate best practices and implement the use of social media for use across the organization and look at the overall picture of corporate communications both internal and external. The Clerk and Deputy Clerk are the leads on this team. The team consists of staff from the Corporate Services Department, Public Works, Museum and Community Services.

### New Website [www.dufferincounty.ca](http://www.dufferincounty.ca)



The main focus in the past summer was to get a website up and running in a very short period of time because the previous site had been compromised several times and the cost to repair the site was unknown. This project had been in the planning stages but was not originally scheduled for this year. However, it quickly became a priority. A large amount of people rely on website for information such as upcoming meeting schedules, agendas and minutes, waste events, etc.

Dufferin County's website ([www.dufferincounty.ca](http://www.dufferincounty.ca)) is a modern up-to-date site that has the Google search engine built in. It links to the social media sites with live feeds from Twitter for up-to-the-minute updates. This will be valuable in the event of an emergency situation where the public can get timely information. It is a work-in-progress, so any comments/suggestions are appreciated. The site was done by a local company at a very reasonable cost. Staff is able to update most pages on the site.

Another advantage of creating a new site has given the County of Dufferin the opportunity to become compliant with the Provincial Accessibility legislation which requires all new websites created after January 1, 2012 be accessible to those with disabilities.

### Logo

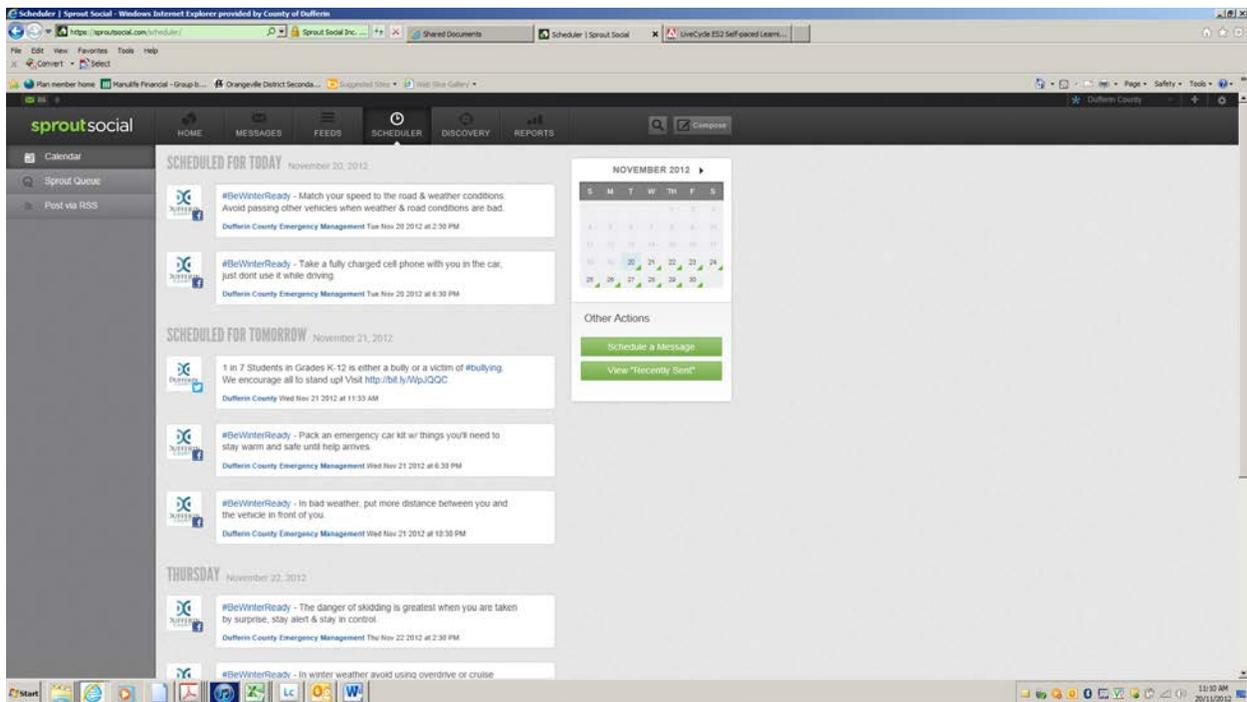


The company that created the website also created a logo with the letters D and C incorporated. This logo will be incorporated into the corporate identity. Moving forward, the logo will appear on printed material, promotional material, etc.

### Social Media

The team drafted a social media policy in September which was vetted by the Senior Management Team and approved by Council at the September 13th meeting. The policy establishes criteria for the professional and personal use of social media as it relates to the County of Dufferin. Currently, there are seven official Dufferin County social media accounts. It is good practice to have several accounts because the audiences tend to be different. For example the Museum followers might be different from the emergency management followers.

Software to manage social media was investigated by the team and the software that was chosen by the team is Sprout Social. For a minimal monthly cost, the software allows for the scheduling of tweets and facebook posts on all of the accounts. This practice ensures that the messages are not repeated, are consistent and agreed upon by the team in advance. Timely responses are also given to facebook posts and tweets by the public. A snapshot of the scheduler is provided below:



## Statistics

The Sprout Social software also provides statistics about usage of the various sites. Some interesting statistics were gathered for the period October 21 to November 19, 2012.

Overall for all accounts:

- 542 incoming messages have been received
- 249 messages have been sent
- 110 new Twitter followers
- 63 new Face Book fans

### Twitter

- 47% Male Followers
- 53% Female Followers

- @DufferinCounty - 567 Followers
- @DufferinRoads – 397 Followers
- @DufferinWaste – 342 Followers
- @DufferinEM – 325 Followers
- @DufferinMuseum – 195 Followers

Facebook

27% Male Fans

73% Female Fans

Dufferin County Museum - 189 Fans

Dufferin County Emergency Management - 106 Fans

Dufferin County - 45 Fans

Dufferin County Waste - 41 Fans

**Local Municipal Impact**

There is no direct municipal impact as a result of this report.

**Financial, Staffing, Legal, or IT Considerations**

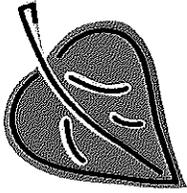
There is no staffing, legal or IT considerations as a result of this report.

**Recommendation**

THAT the report of the County Clerk/Director of Corporate Services dated November 26, 2012, regarding the Communications Update be received.

Respectfully Submitted,

Pam Hillock  
County Clerk/Director of Corporate Services



OSAT  
Tread lightly



November 5, 2012

Ms. Laura Ryan, Chair  
General Government Committee  
Dufferin County  
55 Zina Street  
Orangeville, ON  
L9W 1E5

Dear Ms. Ryan,

We would like to take this opportunity to thank you for your efforts over recent weeks to facilitate the planting of fruit trees and the implementation of a community garden at 30 Centre Street, Orangeville. Your efforts to bring this project to fruition is greatly appreciated by not only the Orangeville Sustainability Action Team (OSAT) but is also very much appreciated by the Town.

The conservation of our natural environment depends on the contribution and support of many partners. The Town would not be able to improve the environmental health and quality of life of our community without the help of many individuals. OSAT appreciates that we were able to work together to improve our community and we look forward to continuing to work together on future initiatives.

Yours truly,

Councillor Sylvia Bradley,  
Chair, Orangeville Sustainability Action Team

Administration Department  
Received

NOV - 8 2012

For Information: \_\_\_\_\_

For Action: \_\_\_\_\_



Administration Department  
Received

NOV 13 2012

Ms. Pam Hillock  
County of Dufferin  
Court House, 55 Zine Street  
Orangeville, ON  
L9W 1E5

For Information: \_\_\_\_\_

For Action: \_\_\_\_\_

2012  
Headwaters Arts  
Board of  
Directors

Wayne Baguley  
President

Ernest Rovet  
Vice President

Rob MacLachlan  
Treasurer

Craig Bell  
Board member

Lisa Filion  
Board member

Warren Galloway  
Board member

Jeremy Grant  
Board member

Rosemary Hasner  
Board member

Lori Holloway  
Board member

Marci Lipman  
Board member

Daria Magas  
Board member

Patti MacLachlan  
Board member

Susan Powell  
Board member

David Nairn  
Board member

Anne-Marie  
Warburton  
Board member

Charles Zamaria  
Board member

Dear Ms. Hillock,

On behalf of the Board of Directors I would like to formally thank you for demonstrating your continuing support for this year's 2012 Headwaters Arts Festival. We feel very fortunate indeed to know that we have such a dynamic partner willing to join with and to encourage our efforts in this community. Thank you. Your altruistic contribution of time, enthusiasm and finances has been extraordinary. Thank you for helping us to do great things in this community.

By supporting the recent HAFestival you help sustain the essential multi-disciplined art related programs currently provided by HA: Headwaters Arts Festival, Student Art Show Partnership with DCMA, Kid's Fest, the Literary Partnership with Booklore, Art Studio Tours and Art Events.

Further, this helps HA to continue to develop the crucial multi-disciplined art related programs now produced by us: Membership, Year Round Exhibitions through the Dam Gallery and outside venues, Community Awards, a Partnership with Monday Night at the Movies, a Partnership with Shining Stars.

Finally, we will as well implement and grow further the vital multi-disciplined art related initiatives established by HA: Youth Scholarship Program, and Professional Development Workshops.

The above programs and initiatives are for this community and serve to strengthen this community—the community we share. Thanks so much for caring about what we do. We look forward to seeing you at future events.

Kind regards,

Heidi von der Gathen  
Executive Director

