



Mayor's Task Forces on Community
and Economic Recovery:
work plan status update
September 2020

Community Recovery Task Force

Core members:

- Councillor Vaughan (Chair)
- Councillor Faubert
- Councillor Neeb
- Barbara Hall (or designate), County of Huron Property and Social Services
- Ryan Erb (or designate), United Way Perth Huron
- Scott Currie, Manager of Strategic Initiatives
- Megan Goss, Manager of Operations
- Vanessa Culbert, Recreation and Facilities Booking Coordinator
- Rebekah Msuya-Collison, Director of Legislative Services/Clerk
- Dan Best, CAO
- Nancy Orr, Facilitator
- David Clarke, CEMC

Community Recovery Task Force

- Strategic work plan was created with a scope to improve **communication**, advance **policy** solutions, and identify **advocacy** priorities for discussion with senior governments

AREA	GOALS	TASK	STATUS
Communication	Community building and wellbeing	'South Huron Heroes' campaign of weekly/periodic short stories	In Progress
		Bi-weekly direct email newsletter to coincide with The Hub in newspaper	Complete
		Create virtual programming for South Huron residents with community partners	Ongoing
	Reopening/ reintegration resources, plans & protocols	Community recovery resource page created and maintained	Ongoing
		Economic recovery resource page created and maintained	Ongoing
		Create public awareness campaign featuring 'persona stories' with partner agencies	In Progress / ongoing
	Raise awareness of issues and assist vulnerable populations (eg, seniors, youth)		
	Community building and wellbeing	Tech training for seniors with assistance of youth whenever possible	In Progress
	Volunteer re-engagement	Promote volunteer activities within the community by sharing social media posts/ content of leading organizations	In Progress

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AREA	GOALS	TASK	STATUS
Policy	Determine what reopening looks like Community building and wellbeing	Re-opening framework presented to Council June 15	Complete
		Council approves deferral interest payments and late penalties on overdue utility charges and taxes until June	Complete
		Council approves deferral interest payments and late penalties on overdue utility charges and taxes until September	Complete
		Environmental scan - aggregate and analyze South Huron data to identify community needs	In Progress/ ongoing

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AREA	GOALS	TASK	STATUS
Advocacy	Ensure MOSH interests are represented in senior government decision making	Continue to work with HPPH	In Progress/ ongoing
		Continue to liaise and coordinate with the province on reopening	In Progress/ ongoing
		Continue to have Emergency Control Group (ECG) on regular basis	In Progress/ ongoing

Economic Recovery Task Force

Core members:

- Councillor Oke (Chair)
- Deputy-Mayor Dietrich
- Councillor Willard
- Cody Joudry, County of Huron Economic Development Director
- Laura Connolly, Exeter BIA Manager
- Leanne Comeau, South Huron Chamber of Commerce Chair
- Scott Currie, Manager of Strategic Initiatives
- Dan Best, CAO
- Nancy Orr, Facilitator
- David Clarke, CEMC

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Economic Recovery Task Force

- Strategic work plan was created with a scope to improve **communication & active participation, business retention & attraction**, as well as increase the supply of **workers, housing and transportation** options.

AREA	GOALS	TASK	STATUS
Communication & Active Participation	Ensure active communication and participation	Charter with roles and responsibilities identified for all partners (Municipality, County, BIA/Chamber)	In Progress
		Annual HC Ec Dev presentation and report to South Huron Council	In Progress
		Buy local campaign(s)	Ongoing
		Create and maintain economic and community recovery resource webpages on southuron.ca	Ongoing

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AREA	GOALS	TASK	STATUS
Business Retention & Attraction	Continue to build an investment friendly municipality	ICI real-estate inventory (industrial, commercial, investment)	In Progress
		Develop marketing plan with partners (County, BIA/chamber) for Municipality based on our value proposition	In Progress
		Build and maintain strong relationships with South Huron businesses with person-to-person connections	Ongoing
		Triage business concerns & ideas as they arise	Ongoing
		Work with partners to maintain an online MOSH business directory	Ongoing

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AREA	GOALS	TASK	STATUS
Workforce	Increase the supply of workers in South Huron	Retention (ie provide wrap-around solutions that involve resource sharing, training, etc)	In Progress
		Attraction (ie marketing, job fairs & job boards, resource/info sharing, collaborative sector strategies, skills training, ID opportunities and partnerships)	In Progress
		Attract newcomers through community preparedness, marketing and support	In Progress
		Engage youth in local career planning (i.e., awareness & exposure programming, teacher professional development & industry exposure, promote/draw on existing resources)	Paused

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AREA	GOALS	TASK	STATUS
Housing	Increase housing supply	Attract builders	In Progress
		Support developers/builders in action	In Progress
		Facilitate discussions regarding incorporation of affordable/attainable units during subdivision design	In Progress
		Continue to streamline development process	In Progress

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AREA	GOALS	TASK	STATUS
Transportation	Investigate demand for transportation services in South Huron	Develop a Transportation Model for MOSH	In Progress

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AREA	GOALS	TASK	STATUS
Advocacy	Ensure MOSH interests are represented in senior government decision making	High-speed internet expansion in South Huron/County	Ongoing
		Childcare (for employees/owners)	In Progress
		Affordable/attainable housing to attract/retain workers	In Progress

Communications during COVID

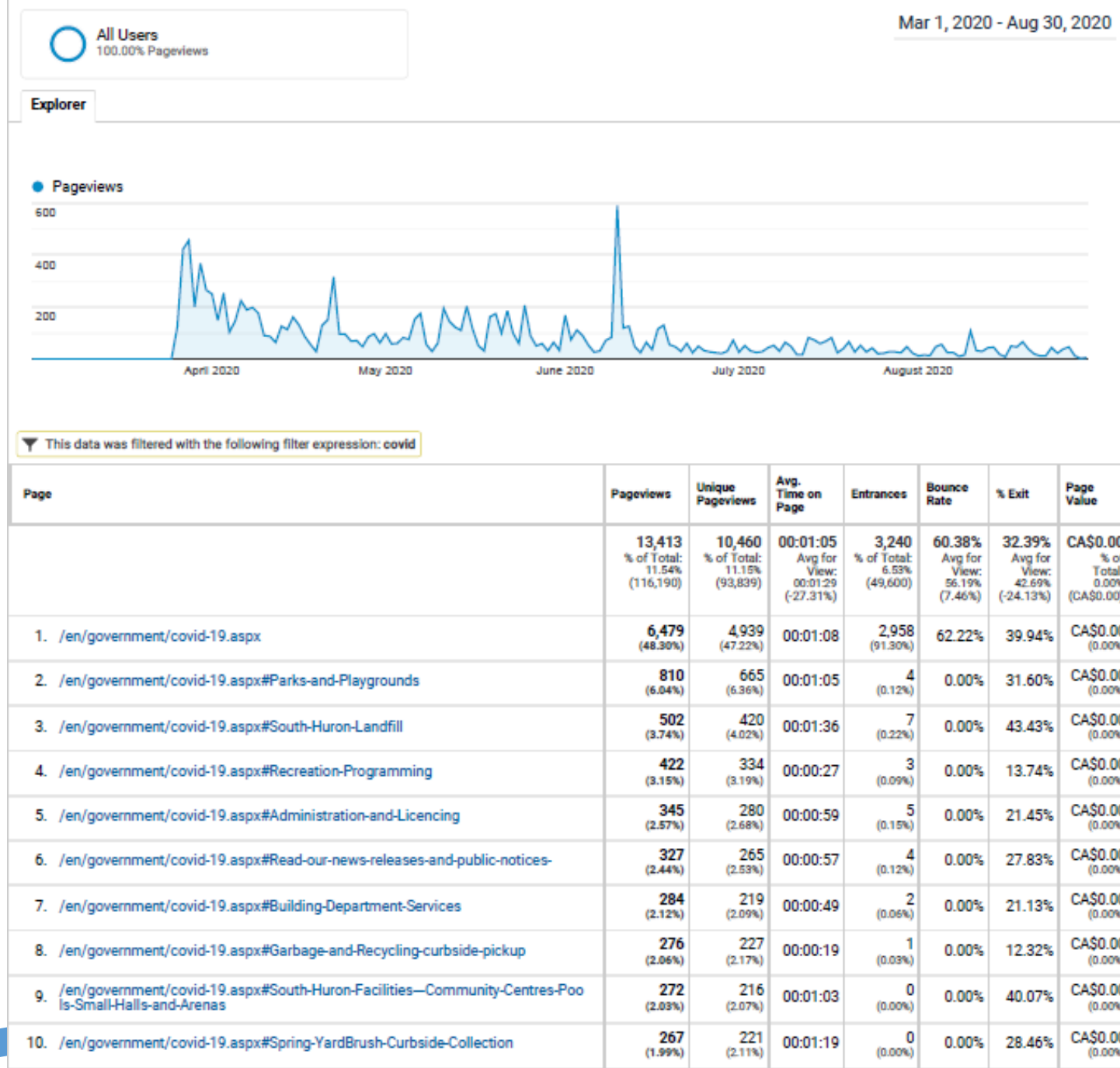
SouthHuron.ca

- The resources published to the COVID-19 hub page has been used extensively – 10,460 unique pageviews since launch
- June 10th ‘spike’ is attributed to posts/news release announcing municipality’s reopening framework that directed visitors to website
- Usage is dropping as province enters new normal and people/businesses connect directly to sources of information

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Mar 1, 2020 - Aug 30, 2020



Communications during COVID Facebook

- Followers: increasing over past year, accelerates in April
- Pageviews: activity increases in March – July period

