



THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

QUARTERLY UPDATE REPORT

Department: Strategic Initiatives Department

FYI Report Number: Strategic Initiatives Quarterly Report-2023-01

Meeting Date: **Wednesday, July 5, 2023**

This report provides an update on the activities completed or that are in progress this past quarter by the Strategic Initiatives Department.

Communications

- Staff continue to work collaboratively, developing communications for a variety of projects and mediums across the organization. A significant increase in communications forms emphasizes their importance in managing the volume of communication needs. In fact, March 1st to June 15th saw 483 submissions:
 - March 1st to 31st – 105
 - April 1st to 30th – 105
 - May 1st to 31st – 111
 - June 1st to 15th – 42
- The “Let’s Connect” campaign is set to roll-out on social media before the month’s end. A printed postcard for this communications campaign debuted at the Kincardine and District Chamber of Commerce’s Home and Leisure Show in March. The key message is that there’s a lot of ways to connect and stay informed with the Municipality of Kincardine. A good starting point is at www.kincardine.ca/Connect.
- Planning and preparations are well underway for the redevelopment of the corporate website and tourism microsite. Consideration of engagement strategies for feedback on the current website and user experience is underway with outreach expected in July and August.
- Photography at events to help build the library of images for marketing and communications needs continues, as does AODA remediation improvements on the existing website.
- Attendance alongside staff and Council at a tour of Bruce Power followed by Radiation Basics Awareness Training, both in May, help with preparedness for emergency management communication needs.

Economic Development

- Communications and coordination for the Downtown Dig Kincardine, including weekly e-newsletter updates on the project, signage, attending weekly construction meetings and updates to businesses and property owners.
- Continue to lead work with ongoing discussion and community visits for investment attraction and business supports for the municipality, including managing ongoing relationships that were established at the MIPIM conference in France this past March.
- Regular meeting with Bruce Power and nuclear suppliers to understand needs in the area and how to better support the industry.
- Advancing work on the Housing Action Plan, participating in the review of municipal lands and meeting with some developers and local organizations involved in affordable or supportive housing development.
- Monthly meetings with the BIA to discuss downtown business initiatives and quarterly meetings with Kincardine and District Chamber of Commerce
- Assisted with the submission of the Rural Economic Development (RED) grant for the downtown Kincardine streetscape program.

Inclusion, Diversity, Equity and Access

1. Awareness: Build awareness and understanding to address inclusion, diversity, equity, and access
 - Promoted dates of significance to acknowledge, create awareness and celebrate the diversity of our community through social media and other methods.
 - Hosted a Rainbow Pride workshop.
 - Creation of two crosswalk paintings supporting and celebrating inclusion. Artist Jeffrey (Red) George (Ma-Mi-No-ga-boo) created an Indigenous ground mural representing the seven grandfather teachings. The second crosswalk is the Pride flag.
 - Hosted information table at the crosswalk painting to show support and create awareness on the journey to reconciliation.
 - Formed a working group to plan activities that focus on Afro-Caribbean Youth recognition.
 - Sponsored and participated in the Kincardine and District Chamber of Commerce senior forum.
 - Supported and participated in the Kincardine Pride parade and celebration on June 24th.
 - Worked with community partners on the 2023 Multicultural celebration.
2. Service: Facilitate social inclusion, access and participation in programs, services, and the built environment

- Continued support for the “Ring my Bell” campaign for local businesses to enable customers with mobility challenges enter their facilities.
 - Created resources to support staff to develop accessible documents.
3. Engagement: Listen to the voices of people experiencing inequities.
- Preliminary research and a draft engagement framework have been initiated.
4. Reconciliation: Work towards actions to address truth, healing, and reconciliation.
- The Municipality of Kincardine and The Walker House have partnered to host three ground-breaking exhibits from the **Legacy of Hope** to create awareness on the residential school system, promote healing and encourage acts of reconciliation. Three exhibits are on display from June 9, 2023, to September 2, 2023. Members of the public can access the exhibits free of charge.
 - Created Land Acknowledgement banners to display at public events.
 - Conducted training sessions on the History of the land from a First Nations, Métis, and Inuit perspective, Smudging and traditional medicines.
 - Hosted a sunrise ceremony learning circle and Indigenous market on June 10th to officially launch the Legacy of Hope.
 - Provided posters, resources, and materials for the public to pick at recreation facilities during the month of June for National Indigenous History Month.

Tourism

- Opened the doors to the Welcome Centre at 707 Queen Street, Kincardine
 - We have been averaging four (4) – ten (10) guests per day.
 - Held successful “grand opening.”
 - Reduced hours of operation due to budget reduction, with operations Tuesday to Saturday, 9am to 5pm, instead of seven (7) days/week.
- Hired two summer students.
- Published advertisements in a variety of print magazines and have been running successful radio campaigns to highlight signature events.
- Successfully launched the 2023 Market in the Park
 - Launched in a new location at Connaught Park
 - Plans are underway for the Tiverton Market in the Parks on July 10, and September 4, 2023.
- Preparing for the kickoff of the Kincardine Pipe Band performances.
 - Re-branding as “Piping in the Park” as it will be a stationary parade for the 2023 Summer Season that will be held in Victoria Park
 - Developing a campaign to encourage spectators to visit downtown Kincardine before and after the performance.
- Preparing for the 2023 Canada Day Celebration
 - Hosting the Canada Day Parade in partnership with the Tiverton Ag society in Tiverton.

- Raising of the flag and family entertainment will be held in Kincardine at MacPherson Park and Dunsmoor Park
 - Preparing to launch marketing for event.
- Preparing for August 5th Cruise Day event at the Kincardine Airport.

Physician Recruitment and Retention

- Continuing to recruit new Family Medicine Physicians and ER Physicians to join Kincardine. Focus on ER locums to fill the summer shift schedule to reduce risk of closures of the Kincardine hospital. This work supports retention to reduce physician burn out as often empty ER shifts are covered by our local physicians above their regular work weeks.
- Municipal funding of \$10K for stipends for ER locum physicians has helped to fill 20 of 720 shifts a year.
- Marketing efforts continue in rural medical journals, social media, and Health Force Ontario job postings. More than 12 locum doctors have been recruited for vacation coverage for the 10 local physicians currently working. Currently completing contracts with FHO, Ministry, securing accommodations and onboarding plans for throughout the summer.
- Recruitment events this quarter included a job fair booth in April at The Society of Rural Physicians Annual Rural and Remote Medicine Conference in Niagara Falls. This booth was shared with Saugeen Shores and the event was successful in meeting potential recruits for Family practice, ER and Locums.
- In May we introduced Dr. Owen Montpellier and family to his new team, and held a picnic at Dunsmore park, the weather was perfect.
- Staff helped to support to the hospital fundraiser concert Rock with Your Docs, which was a successful event. Final fundraising totals will be announced soon.
- Planning for the Rural Medicine Retreat Grey Bruce in August is taking place. Registration numbers are excellent and an estimated 30 physicians will be visiting Kincardine for the retreat. <https://www.ruralmedicineretreatqb.com>
- Education is a very important piece to recruitment, with 16 resident physicians completing their two-month rural rotations booked for Kincardine this year. Additional students including med school students and a Nurse Practitioner student are currently shadowing in the clinic. Ensuring that Kincardine is a place they want to return to work in includes onboarding, accommodations at locum house, showcasing the community and social opportunities.
- With two full time Nurse Practitioners now working for the Family Health Team in the lower level of the clinic, accepting unattached patients for same day emergency room diversion reduced the number of non-urgent care visits to the ER. This has been a successful partnership.
- Continuing work on the onboarding of the newly signed physicians to ensure appropriate support is in place for the physician and family. Planning events for meeting the team, ensuring clinic space is ready and equipped as advertised, Ministry paperwork to join FHO, accommodations acquired, staff hired, info to

community on rostering process, daycare waitlist contacts to share and other needs as they arise.

- Summer is our time to shine showing all visiting and local physicians Kincardine is a great place to live and work.

Other activities

- Developed a roll out plan for the Municipal Values
- Finalized the logistics for the installation of The Kincardine Lighthouse and Phantom Piper Plaque and developed a plan for the unveiling ceremony on Canada Day.
- Installed the Bruce Township heritage sign and met with community members to relocate the sign.
- Met with the Police Services Board to discuss website needs.
- Participated in Grey-Bruce Immigration Partnership meetings.
- Hosted a management forum with a focus on communications.

Prepared by:

- Nicole Griffin, Communications Coordinator
- Cherie Leslie, Community Economic Development Coordinator
- Kathryn Bruce, Tourism Coordinator
- Chrystal Murphy, Physician Recruiter
- Lorie Fioze, Manager of Strategic Initiatives

Submitted by: Lorie Fioze, Manager of Strategic Initiatives