

CITY OF MARTENSVILLE
REGULAR COUNCIL MEETING 6-2021
TUESDAY APRIL 20, 2021
MINUTES

PRESENT: Mayor Kent Muench, Deputy Mayor Tyson Chillog, Councillors Mike Cox, Darren MacDonald, Jamie Martens, Deb McGuire (5:28 PM), Spencer Nikkel, City Manager Scott Blevins, Director of Corporate Services Leah Bloomquist, Director of Infrastructure & Planning Matt Gruza, Community Economic Development Manager Dillon Shewchuk, Director of Recreation & Community Service Ted Schaeffer

REGRETS:

LOCATION: Council Chambers – City Hall and Zoom

RECORDING SECRETARY: City Clerk Carla Budnick

CALL TO ORDER: Mayor Kent Muench called the meeting to order at 5:00 P.M.

RES: #87/04202021 (MacDonald/Cox)

AGENDA

“That we adopt the agenda dated April 20, 2021.”

CARRIED

RES: #88/04202021 (Chillog/MacDonald)

MINUTES – APRIL 6, 2021

“That we accept the minutes of the Regular Council Meeting No. 5-2021 dated April 6, 2021.”

CARRIED

RES: #89/04202021 (Cox/Martens)

COMMITTEE OF THE WHOLE APRIL 13, 2021

“That we accept the Committee of the Whole minutes dated April 13, 2021.”

CARRIED

RES: #90/04202021 (Chillog/Cox)

MANAGERS REPORT

“That we accept the Managers Report dated April 20, 2021.”

CARRIED

RES: #91/04202021 (Nikkel/MacDonald)

EXPENDITURE APPROPRIATION

“That we authorize Expenditure Appropriation No. 6-2021, in the amount of \$605,320.50 as attached hereto and forming part of the minutes.”

CARRIED

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RES: #92/04202021 (MacDonald/Chillog)

DISCRETIONARY USE – 901 8TH STREET SOUTH

“That we grant a Discretionary Use Permit to Darren Borstmayer to develop a Welding and Machine Shop at civically known as 901 8th Street South, as shown on the attached proposed site plan and;

- 1. The applicant must obtain a Development Permit and all other relevant permits and licenses (including a Building Permit);**
- 2. The final plans submitted be substantially in accordance with the plans submitted in the support of this Discretionary Use Application;**
- 3. In the event that the final drawings, plans or uses are not in substantial accordance with the approved application, or in the future, the applicant must apply to Council for approval of the proposed change to the Discretionary Use Application;**
- 4. All work on site to be done entirely indoors;**
- 5. All dust, odors, and noise, glare to be kept to a minimum;**
- 6. Lighting shall be arranged, installed and maintained to deflect, shade, and focus light away from any adjacent land used or intended to be used for residential purposes. A lighting plan shall be provided as part of an application for a Development Permit.”**

CARRIED

RES: #93/04202021 (Cox/MacDonald)

DISCRETIONARY USE – 102 3RD STREET SOUTH

“That we grant a Discretionary Use Permit to Dennis Geransky to develop a Multiple Unit Dwelling (3 units) on Lot 1, Block 8, Plan 67S00276, civically known as 102 3rd Street South, as shown on the proposed site plan dated March 24, 2021 on the following conditions:

- 1. The applicant obtain a Development Permit and all other relevant permits and licenses (including a Building Permit); and**
- 2. That any drawings, plans or uses submitted for the construction, occupancy or use of the site be substantially in accordance with the plans approved by Council in support of this Discretionary Use Application; and**
- 3. In the event that the final drawings, plans or uses are not in substantial accordance with the approved application, or in the future, the applicant proposes a change from what was approved, the applicant must apply to Council for approval of the proposed change to the Discretionary Use Application.”**

CARRIED

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RES: #94/04202021 (Nikkel/Cox)

DISCRETIONARY USE – 101 ANNA CRESCENT

“That we grant a 12-month extension to the Discretionary Use Permit that was issued to Oasis Development and Constructions Ltd. on April 21, 2020 for a Residential Care Home at 101 Anna Cres. All conditions from original approval remain in place.”

CARRIED

RES: #95/04202021 (Nikkel/MacDonald)

LORAAS CONTRACT

“That we authorize the City Manager to sign the Loraas Contract.”

CARRIED

RES: #96/04202021 (Cox/Chillog)

WATER SECURITY AGENCY PERMIT TO OPERATE

“That we authorize the City Manager to sign the Water Security Agency Permit.”

CARRIED

RES: #97/04202021 (MacDonald/Martens)

PUMP TRACK

“That we approve a sole source contract with Canadian Ramp Company for the construction of a pump track in Kinsmen Park at a cost of \$299,000.00 and furthermore that the funds come from the Municipal Economic Enhancement Program (MEEP) grant.”

CARRIED

RES: #98/04202021 (Cox/Martens)

2021 COMMUNICATION PLAN

“That we approve the 2021 Communication Plan as attached here to and forming parts of these minutes.”

CARRIED

RES: #99/04202021 (Cox/Chillog)

LIST OF LANDS

“That we accept the List of Lands as attached hereto and forming parts of these minutes.”

CARRIED

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RES: #100/04202021 (Nikkel/MacDonald)

BYLAW 1-2021 – (FIRST READING)

“That Bylaw 1-2021, being a Code of Ethics for Members of City Council Bylaw, be read for the first time.”

CARRIED

RES: #101/04202021 (Chillog/Cox)

BYLAW 1-2021 – (SECOND READING)

“That Bylaw 1-2021, be read for the second time.”

CARRIED

RES: #102/04202021 (Nikkel/Martens)

BYLAW 1-2021 – (THREE READINGS)

“That we give Bylaw 1-2021, three readings at this meeting.”

CARRIED UNANIMOUSLY

RES: #103/04202021 (Martens/Cox)

BYLAW 1-2021 – (THIRD & FINAL READING)

“That Bylaw 1-2021, being a Code of Ethics for Members of City Council Bylaw, be read for the third and final time.”

CARRIED

RES: #104/04202021 (MacDoanld/Cox)

BYLAW 8-2021 – (FIRST READING)

“That Bylaw 8-2021, being an Economic Development Business Incentive Bylaw, be read for the first time.”

CARRIED

RES: #105/04202021 (Nikkel/Martens)

BYLAW 8-2021 – (SECOND READING)

“That Bylaw 8-2021, be read for the second time.”

CARRIED

RES: #106/04202021 (MacDonald/Cox)

BYLAW 8-2021 – (THREE READINGS)

“That we give Bylaw 8-2021, three readings at this meeting.”

CARRIED UNANIMOUSLY

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RES: #107/04202021 (Martens/Nikkel)

BYLAW 8-2021 – (THIRD & FINAL READING)

“That Bylaw 8-2021, being an Economic Development Business Incentive Bylaw, be read for the third and final time.”

CARRIED

RES: #108/04202021 (Nikkel/MacDonald)

BYLAW 9-2021 – (FIRST READING)

“That Bylaw 9-2021, being Property Tax Bylaw, be read for the first time.”

CARRIED

RES: #109/04202021 (Martens/Cox)

BYLAW 9-2021 – (SECOND READING)

“That Bylaw 9-2021, be read for the second time.”

CARRIED

RES: #110/04202021 (Nikkel/MacDonald)

BYLAW 9-2021 – (THREE READINGS)

“That we give Bylaw 9-2021, three readings at this meeting.”

CARRIED UNANIMOUSLY

RES: #111/04202021 (Cox/Nikkel)

BYLAW 9-2021 – (THIRD & FINAL READING)

“That Bylaw 9-2021, being a Property Tax Bylaw, be read for the third and final time.”

CARRIED

RES: #112/04202021 (MacDonald/Cox)

IN-CAMERA

“That Council go in-camera at 5:18 P.M.”

CARRIED

IN-CAMERA

A) RCMP

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RES: #113/04202021 (Chillog/MacDonald)

RESUME REGULAR COUNCIL MEETING

“That we resume the April 20, 2021 Regular Council Meeting at 6:00 P.M.”

CARRIED

RES: #114/04202021 (Chillog/Cox)

ADJOURN

“That we adjourn this meeting at 6:01 P.M.”

CARRIED

MAYOR

CITY CLERK

CITY OF MARTENSVILLE 6 - 2021
April 20, 2021

Cheque #	Supplier Name	Amount
41501	APPLIED INDUSTRIAL TECHNOLOGIES	\$ 183.62
41502	GILLIES, DONAVON AND TYLOR, MONECA	\$ 100.17
41503	HENDERSON, CAL AND ROSS, DANA	\$ 23.56
41504	HORN, ROBIN	\$ 85.00
41505	HURTON, ERIN	\$ 830.55
41506	JENSEN STROMBERG C.A.	\$ 9,990.00
41507	KABO HOMES LTD	\$ 109.14
41508	Kn/a HR CONSULTING	\$ 10,896.55
41509	LAMBERT DISTRIBUTING INC.	\$ 832.49
41510	LENTOWICZ, EVAN	\$ 24.57
41511	LINFORD, TESSA	\$ 143.07
41512	MACDONALD, IRENE	\$ 85.00
41513	MEIDL HONDA	\$ 6.60
41514	MURRAY, CHRIS	\$ 4.77
41515	PAWS REPUBLIC	\$ 514.50
41516	PERFECTMIND INC.	\$ 11,340.00
41517	POULIN'S PEST CONTROL	\$ 105.00
41518	PRAIRIE CONTROLS LTD	\$ 255.30
41519	PUBLIC HEALTH SERVICES	\$ 6,900.00
41520	RIDEOUT, JOSEPH AND PETALIK, SARAH	\$ 44.84
41521	ROBERTSON, JAMES AND ROBERTSON, CARALEE	\$ 33.83
41522	RONNING, KATHY	\$ 85.00
41523	SASKATCHEWAN POLYTECHNIC - SASKATOON CAMPUS	\$ 300.00
41524	SCHIEBELBEIN, AARON	\$ 164.05
41525	SUNRIDGE ROOFING	\$ 128.79
41526	TC INDUSTRIAL TIRE LTD	\$ 974.60
41527	THE RENT-IT STORE & TOOL SUPPLY	\$ 745.03
41528	UNICK, DEREK	\$ 99.70
41529	UNRUH, ANTHONY AND UNRUH, COURTNEY	\$ 20.13
41530	WHEATON	\$ 289.27
41531	WSSL AUTO PARTS	\$ 48.45
41532	XEROX CANADA LTD.	\$ 2,451.92
41533	ZEE MEDICAL SERVICE COMPANY	\$ 330.13
3910	DCG PHILANTHROPIC SERVICES INC	\$ 5,407.50
2395	GREATER SASKATOON CATHOLIC SD#20	\$ 9,755.96
299	AIR LIQUIDE CANADA INC	\$ 489.70
2689	AYOTTE PLUMBING HEATING & AC	\$ 14,708.33
3947	CANADIAN LINEN & UNIFORM SERVICE	\$ 96.65
3315	CANADIAN TIRE STORE #912 HODGKINSON-KRISTOF INC	\$ 415.54
135	CERVUS EQUIPMENT	\$ 141.53
233	CHECKERED FLAG AUTOMOTIVE	\$ 721.67
3487	CONSTRUCTION FASTNERS & TOOLS LTD	\$ 22.27
3188	CTV SASKATOON - a division of Bell Media Inc	\$ 901.00
2449	DIGITEX.CA	\$ 700.74
707	DOLLARAMA LP	\$ 115.38
134	EARTHWORKS EQUIPMENT CORP.	\$ 243.01
107	EXPERT LOCKSMITHS LTD	\$ 80.81
2874	GILLECTRIC CONTRACTING LTD	\$ 905.23
138	GRAND&TOY	\$ 425.89
3032	GREGG DISTRIBUTORS CO	\$ 3,002.13
2785	HBI OFFICE PLUS INC.	\$ 165.43
3386	HONEY CUT STUDIOS	\$ 2,331.00
3424	INTERSTATE ALL BATTERY CENTER	\$ 84.30
1990	JENSON PUBLISHING	\$ 2,086.96
191	LINDA'S PRINTING PLACE	\$ 233.23
184	LORAAS DISPOSAL SERVICES	\$ 65,257.59
3062	MAINSTAGE URBAN CLOTHING	\$ 70.77
195	MARTENSVILLE BUILDING & HOME SUPPLY	\$ 973.53
486	MARTENSVILLE FIREFIGHTER ASSOCIATION	\$ 1,850.00
1769	MARTENSVILLE MESSENGER	\$ 1,483.13
3294	MCCULLOCH, JAMIE	\$ 27.59
201	MCGILL'S INDUSTRIAL	\$ 937.44
287	MEPP	\$ 25,880.84
1700	MINISTER OF FINANCE	\$ 399.60
2127	PINNACLE DISTRIBUTIONS INC	\$ 429.16
4264	PRAIRIE SKY ENTERPRISES	\$ 8,400.00
401	PRINCESS AUTO LTD	\$ 212.70
91	REDHEAD EQUIPMENT	\$ 105.14
1912	RICOH CANADA INC	\$ 3,708.29
757	ROCKY MOUNTAIN PHOENIX	\$ 3,793.98
1059	SASKATCHEWAN RESEARCH COUNCIL	\$ 61.43
2342	SASKATOON FASTPRINT LP	\$ 809.39
3469	SEA HAWK	\$ 3,240.99
443	SMITH, RUSSEL	\$ 12.70
1791	SUDDEN FUN REC.EQUIP.LTD	\$ 2,147.25
3991	SUTHERLAND AUTOMOTIVE	\$ 1,762.83
3601	TR PETROLEUM LTD	\$ 2,184.17
2848	TR PETROLEUM MARTENSVILLE INC.	\$ 4,260.82
118	UNIFIED AUTO PARTS INC	\$ 885.08
2482	WOODROW, IAN	\$ 277.85
556	ZEE MEDICAL SERVICE COMPANY	\$ 144.43
737	MASTERCARD COLLABRIA	\$ 120.62
737	AVAYA	\$ 856.43
293	SASKTEL	\$ 2,318.45
786	MASTERCARD COLLABRIA	\$ 4,714.46
254	RECEIVER GENERAL	\$ 49,631.40
294	PRAIRIE SPIRIT SCHOOL DIV#206	\$ 195,048.89
3011	MASTERCARD COLLABRIA	\$ 12.79
1818	MASTERCARD COLLABRIA	\$ 4,522.71
PP#7	GENERAL GOVERNMENT	\$ 16,372.72
PP#7	PROTECTIVE SERVICES	\$ 42,885.10
PP#7	PLANNING & REGULATIONS	\$ 7,200.32
PP#7	RECREATION AND COMMUNITY SERVICE	\$ 33,772.60
PP#7	TRANSPORTATION	\$ 17,333.00
PP#7	WATER AND SEWER	\$ 10,034.42
PP#7	COUNCIL	\$ 0.00

EXPENDITURE GRAND TOTAL \$ 605,320.50



2021 Communication Plan

As of April 14th , 2021

Introduction

This plan suggests communication tools and tactics to be undertaken in 2021 to support the achievement of the Martensville vision of a community of families, friends, and neighbours where we work, play, and grow together in a safe, active, and healthy environment. Martensville is a great place to call home.

Guiding Principles for Communications

- Ensure the most efficient and effective use of resources by developing communications goals and strategies that are based on research conducted with target audiences.
- Provide information that is timely, accurate, clear, accessible and responsive.
- Consider the range of communication tools at our disposal and use those most appropriate to address the needs associated with each circumstance.
- Work collaboratively across the organization to ensure information is thorough, factual and timely.
- Support opportunities for engagement to inform public policy.
- Strive to achieve a culture of two-way communication and communications excellence practices.

2020 Communication Goals and Objectives

The City's communication goals in 2020 were based on continuing to improve the quality of external communications in an effort to support and encourage an engaged and informed community; encouraging the community to engage in issues of importance to the community, and enhancing communication related to municipal projects.

For the most part, these goals were achieved. Facebook followers increased, more news releases related to construction were released, a video was produced on the new multi-purpose facility project, and the Banner was produced every two months.

COVID-19 Impact on Communication Efforts

The COVID-19 pandemic greatly affected communication efforts in 2020. More than half of all communication conducted in 2020 revolved around COVID-19, resulting in about 35 additional consulting hours required to complete. These hours included time required for writing the Mayor's Messages, and the development of a communication plan, media lines, questions and answers and website information related to potential wastewater/lagoon overflow issues related to capacity due to COVID.

2020 Communication Activities Conducted

The primary communication tools and tactics used in 2020 included:

Facebook/Twitter Messages and Posts

Facebook Page followers increased by 658 in 2020 to 4,292 followers.

Twitter Feed increased from 854 followers to 902 followers, and increase of only 48

Social media was enhanced this year with the posting of resident photographs (very popular), and new posts promoting Regular Council and Committee of the Whole meetings.

The Banner Newsletter

Six issues of the Banner were created and distributed via the City's Facebook page and posted on the website

News Releases/Public Service Announcements

In 2020 the number of news releases and PSA's released double from 27 to 54 (to mid-November). A breakdown of topics includes:

- The Banner Newsletter (6)
- COVID-19 Related
 - Keeping in Touch With Residents – Messages from the Mayor (20)
 - COVID-19: Additional Measures to protect residents
 - Keeping Our Sanitary Sewer System Functional During COVID-19
 - Local Services Update and Reminders Amid the COVID-19 Pandemic and State of Emergency
 - Province Declares State of Emergency for COVID-19 Pandemic, New Measures within Martensville Effective Immediately.
 - COVID-19 Update- Status of Closures of Public Facilities
 - Update on COVID-19 Pandemic- City of Martensville
 - PSA Regarding COVID-19- Residents Encouraged to Follow Saskatchewan Health Authority Advice Regarding Prevention of COVID-19
 - City Hall Reopening to the Public, June 10th
 - Non-Medical Masks Public Health Order- Martensville Status
- Other topics (19)
 - Water line freeze ups
 - Clear hydrants of snow
 - 2020 Budget
 - 2019 Report to the Community
 - 8th Avenue North - Construction UPDATE

- 2020 Tax Notices – Corrections on penalties
- Roadway Projects Commencing Week of May 25th, Centennial Dr. S, 3rd Street N, 8th Avenue North
- MacCormack Road Repair- Schedule Update
- 3rd Street North Road Surfacing Project UPDATE
- New Schedule Update- 5th Street South, 3rd Street North
- Road Repair Projects - 3rd Street North & 5th Street South
- Additional Road Projects - Week of June 8th
- Sewer System Flushing -Underway for North of Main Sewer Lines
- Sump Pump Discharge Information - What do you need to know?
- Future Multi-Purpose Recreation Facility to be Located at Trilogy Ranch, City's Newest Development
- Roadway Project commencing August 17 on 8 Avenue South
- Construction, Lift Station Repairs, Reddekopp Drive- Driving Restrictions
- Road Closure and Detour- 600 Block Main Street
- PROJECT UPDATE- Valve and Hydrant Replacement- Intersection 1st Ave South & 2nd Street South, Traffic Restriction and Water Service

The Banner Newsletter

In 2020, the Banner distribution was changed to online only. This resulted in a decrease in readership. Residents indicated they would read the Banner if it was mailed to them, and that they wanted more information on Council and Committee of the Whole meetings. A section devoted to listing meeting highlights/decisions was added in 2020.

Suggested changes to the Banner are included in the Action Plan.

Reports

The 2020 Report to the Community was produced and made available online and in limited paper copies, distributed using social media and promoted in the Banner newsletter. A 4-week social media campaign featuring information in the report was completed and information from the report was used in social media posts.

Videos

Three videos were produced in 2020. One on the New Multi-Purpose Facility and the MCRP's role in that project, and one Tell-A-Friend video on the Martinsville Aquatic Centre. A virtual 2020 Report to the Community was also produced that highlighted the top yearly accomplishments. The Mayor and Director of Community and Recreation Services were featured in the video. Graphs, graphs, charts and bullets were used in place of photos and b-roll.

Based on the cost and time required to produce Business is Booming and Tell-A-Friend videos, and due to COVID restrictions with filming, this plan recommends discontinuing these videos in 2021. Other options for video are included in the Action Plan.

Communication Plans

A communication plan, media lines and question and answer document, and website material was produced to address potential lagoon overflow issues related to residents being at home more due to COVID.

Photography

Residents were asked to submit their best landscape photos of Martensville. These photos were used in the Banner newsletter and posted on social media. The photos were well-liked and shared extensively by residents.

Communication Research Summary (from the 2019 survey)

The survey is administered every two years; the results below are from the 2019 survey and will be used to form the recommendations of the 2021 Plan.

Communication research conducted with residents found the following:

- Most engaged residents are 26-40 age group; followed by the 41-55 age group.
- Long time residents (10 years and more) are more engaged.
- Many residents come to Martensville from places other than Saskatoon.
- People choose Martensville because of it's small-town atmosphere and community feel.
- Friends and family remain significant factors in why people move to Martensville.
- Satisfaction with communication efforts remains very high, however more residents stated they are slightly less satisfied than was stated in 2017; specific reasons were not provided.
- Facebook is the number one method residents are accessing information but many want to use the website more often; reasons for this are not known.
- Top reasons to use the website are recreation and events, online registration, city news and construction projects.
- "My Accounts" online tool is not being used by residents.
- Residents like online program registration tool and schedules.
- Many residents are not aware of the Subscription Notifications service, but many state they would not use it regardless.
- Just over half of residents who responded are signed up for NotifyNow.
- The City's Twitter account is not as popular as the City's Facebook page. In Canada Twitter is ranked 4th in terms of the top social media platforms (Statistics Canada) and 48% of users are women. As the majority of residents who responded to the survey say Facebook is their number one way of accessing City information, the need to follow the City on Twitter would be decreased.
- The Banner newsletter readership has decreased by 30% since 2017. This could be due to the newsletter being offered online only.
- Residents say they take the time to read information that is sometimes sent with their Utility Bills.
- The Martensville Guide and the Messenger city page remain useful to residents.
- The Business is Booming videos are well-liked.
- Top areas of interest include: community events, recreation facilities, seasonal programs, construction projects and snow removal .

2021 Communication Goals and Objectives

Goal #1: Continue to improve the quality of external communications in an effort to support and encourage an engaged and informed community by enhancing existing communication tools and expanding communication toolkit.

Goal #3: Enhance the City's communication efforts in helping to promote local businesses.

Goal #3: Continue to provide important and timely information related to the COVID-19 pandemic.

Target Audiences

Internal:

- Residents
- Business community and city partners
- Media
- Council

External

- Potential visitors
- Potential residents
- Potential business operators, developers and other investors

Communication Action Plan

Goal #1: Continue the current quality of external communications and identify improvements where possible.

Communication Tool/Activity	Details and Rationale	Cost
<p>Social media (Facebook and Twitter, Instagram)</p>	<p>Facebook is the number one way residents are accessing information. Continue to use Facebook to share information on programs and services.</p> <p>Continue to post messages on the top 5 topics residents say they want to know more about:</p> <ul style="list-style-type: none"> - community events (posted by recreation) - recreation facilities - seasonal programs (posted by recreation) - construction projects - snow removal - Council meeting agenda items <p>Write and post messages for each of the following plans and post on social media as required:</p> <ul style="list-style-type: none"> - 2020 Report to the Community - New Sustainability Plan - Future Growth Plan 2040 (as it relates to any planning taking place) - Official Community Plan - Sector Plans - P4G Plan (as it impacts Martinsville residents) - Recreation and Parks Masterplan (projects initiated and completed) - Transportation Masterplan (if anything new) - City Bylaws (provide education on the benefits of bylaws and why they are needed) <p><i>NEW: Post at least 1 image per week on the City's new Instagram account. Photos should highlight quality of life and showcase residents being active in the City (doing a sport, shopping, at a restaurant, etc.)</i></p>	<p>Writing and posting</p>
<p>City Website</p>	<p>The website is a popular way for residents to access information, and residents are accessing the website via Facebook (post leads them to want to access more information).</p> <p>In 2019, residents said they are using website the website to access information on: recreation and events, online</p>	<p>Writing and posting Photos of Mayor and Council:</p>

Communication Tool/Activity	Details and Rationale	Cost
	<p>registration, city news and construction projects. They would like to use the website more.</p> <p>Continue to ensure the website has updated, timely, relevant data.</p> <p>Conduct a website audit to test navigation, identify old and/or missing content and test its compatibility on mobile devices (Work on this is underway).</p> <p>There are currently 240 residents signed up to receive notifications from the City. Another 2,500 people are signed up to receive Notifynow notifications.</p> <p>Continue to promote subscription notifications, Notifynow and My Accounts features via social media and in the Banner newsletter.</p> <p>Aside from contact information, the website currently does not include any information on Council members. Residents want/need to know who is representing their interests.</p> <p><i>NEW: Post photos and bios of Mayor and Council on the website.</i></p> <p><i>NEW: Make all City Bylaws accessible to residents by posting them on the website.</i></p> <p><i>NEW: Begin in the process of adding fillable forms to the website. Aim to have 2 fillable forms added in 2021.</i></p>	Fillable Forms (2Web Design)
The Banner Newsletter	<p>Less people were reading the Banner newsletter but in 2019, residents said would read information if it was included with their utility bills.</p> <p><i>NEW: For 2021, continue to produce the Banner every 2 months. Enhance distribution by making available printed copies made available in 3-4 high traffic locations in the community for pick-up (locations to be determined). Start with a print run of 500 and expand as needed.</i></p>	<p>Writing and design</p> <p>Printing: Dillon</p>
City Pages in the Messenger and the Gazette	<p>Residents find the City Page useful.</p> <p>Continue existing efforts.</p>	
Sustainability Plan	<p>Once the Plan is developed and approved, create a Sustainability Plan highlights document and share it on the website and social media.</p>	Writing and Project Management

Communication Tool/Activity	Details and Rationale	Cost
		Writing and Design (Leanne N & One Mouse)
Guide to Martensville	Residents find the Guide useful. Continue to produce the Guide. <i>NEW: Enhance the format and content to include more local content that promotes various City programs, community groups, etc.</i>	Writing and production
Open House	Residents say they would visit the annual Open House if the timing was different. Depending on COVID and the ability to gather indoors, an in-person Open House event in 2021 is likely not possible. Hold an “online” Open House event whereby information that would be shared at the Open House is posted on the website and residents can review and provide, ask questions.	Writing and planning
Create a virtual 2021 Report to the Community	Continue to produce the written report. The main point of the report is to ensure residents can stay informed and engaged, while knowing they are not reading every word the city produces. Create a 3-minute virtual report that highlights the top yearly accomplishments. The video will feature animation and narration only. Use graphs, charts and bullets created in the printed version to supplement the narration. Consider showcasing residents’ landscape photos they have shared with the City as background. The video would be posted regularly on social media and on the City’s website.	Writing project management Video production - \$2,000 to \$2,600
Public Service Videos	Recruit school students to help develop videos on various public service information items, examples may be: 1. How roads are cleared during a snowstorm 2. Why bylaws are important 3. How the City operates 4. How to read a Tax Assessment Notice 5. How to submit a water meter reading	Recruitment, writing, project management

Communication Tool/Activity	Details and Rationale	Cost
	The videos could be produced by the students themselves, and would be posted on the website and shared via social media at the appropriate time.	
Photography	Continue to ask residents to submit their landscape photos; add them to the City’s website, post them on social media with a credit to the photographer, and use them in communication tools	\$0
Research and Engagement with Residents	<p>Repeat the Residents Communication Survey to measure satisfaction levels on communication efforts. (4th quarter)</p> <p>Hold a communications focus group to delve deeper into how City communication tools and activities could be strengthened. Solicit participants to the focus group use Facebook, Twitter and Instagram. Offer a monetary/gift card incentive to have people join. (maximum 10 people is recommended)</p> <p>Commence a competitive analysis of the social media channels to assess performance in against competitors in a similar space. Goal is to gain increased engagement, find ways to improve and grow.</p>	<p>Writing, analysis</p> <p>Recruitment to focus group, develop consultation guide and facilitation</p>
Research a new Communications staff position	Conduct research into hiring a permanent communication resource dedicated to leading the City’s communications and engagement needs. Define the role of the position, create a job description and the salary that would be required to attract an experienced communications professional. The position could be considered during the 2022 budget deliberations.	Research and writing

Goal #2: Enhance the City’s communication efforts in helping to promote local businesses.

Communication Tool/Activity	Details and Rationale	Cost
Increasing Profile for Businesses via the website	<p><i>NEW: Promote local businesses on the City’s website by enhancing the business directory with efforts to promote and draw traffic to this area of the website to show local businesses and services.</i></p> <p>This is being examined currently and will be part of the efforts to audit and enhance the website with but to also increase support to local businesses going forward in response to the pandemic. The current business directory is very static and not a popular feature on the website as it stands. The aim is to make these entries more dynamic and provide not only basic information but ways for customers to interact and learn more about business and their stories. Information included would be name, product/service, location, hours, social media feeds, photo or video, ecommerce gateways. A campaign to promote and inform about this feature would be a key element to draw traffic.</p>	
Consult with local businesses on how the City can better support them	<p><i>NEW: Hold online or in person focus groups with local business to learn more about issues and concerns around business in Martinsville and how the City can enhance support, and continue to grow existing and new business in the community.</i></p> <p>Hold 3 focus groups with business owners (at various times to best accommodate). Encourage a broad range of sectors to participate in the sessions. Include the Chamber of Commerce in this project as they may be able to assist in promotion of this initiative as well as participation.</p>	<p>Writing, project management, facilitate focus groups</p> <p>Prepare consultation guide or questionnaire for participants</p>
Business is Booming Videos	<p><i>Residents like the videos.</i></p> <p><i>Continue to produce videos. Goal of 2 videos for 2021.</i></p>	<p>8-10 hours total writing and project management</p> <p>3 videos: \$3,000-\$3600 (Honeycut Productions)</p>

Goal #3: Continue to provide important and timely information related to the COVID-19 pandemic:

Communication Tool/Activity	Details and Rationale	Cost
Mayor's Message	<p>Continue to produce the Mayor's Message every 2 weeks until the pandemic/cases begin to slow down/pandemic is over.</p> <p>Distribute the message via social media and the website, and on the Mayor's own Facebook page.</p> <p>*In the 2021 Resident Communication Survey, ask residents for their feedback on the Mayor's message. If it is a popular, consider continuing the message post-pandemic, on a bi-monthly or monthly basis.</p>	Writing and design
News Releases/PSA's	<p>Continue to communicate important information that residents and business owners need to know related to COVID-19</p> <p>Distribute via social media and the website.</p>	Writing

APPENDIX A: Communication Checklist

Date: _____

Management Area: _____

Program/Service/Project: _____

Are residents impacted?

Yes

No

If yes, how many residents are impacted?

All residents

Residents living in one neighbourhood/community

Residents in a certain demographic or group (ie. residents who drive, seniors, etc.)

What are the impacts?

Financial (residents will have to pay more money)

Social/recreational (opportunities will be decreased)

Inconvenience (residents will have to change an established routine)

How long will they be impacted?

Indefinitely

For a fixed period of time (ie. months)

For a short period of time (ie. days)

What are the top three things residents need to know about this program/service area change?

1. _____

2. _____

3. _____

When do residents need to know about the issue?

Immediately (use social media, news release)

This week (City page ad)

This month (website, Banner newsletter, utility bill insert, direct mail letter)

Do we need to obtain input from residents before making any changes or decisions?

Yes

No

If Yes, consult with Communications to determine the best course of action. Consultation could range from simply informing residents on social media to holding an open house event to provide information or solicit feedback.

**CITY OF MARTENSVILLE
PROVINCE OF SASKATCHEWAN**

List of lands with arrears of taxes as at March 31, 2021

Notice is hereby given under The Tax Enforcement Act that unless the arrears and cost appearing opposite the land described in the following list are fully paid before June 20th, 2021 a tax lien will be registered against the land.

Note: A sum of costs in an amount required by subsection 4(3) of the Tax Enforcement Act is included in the amount shown against each parcel.

Assessment ID	Lot/ Unit	Block	Plan	Arrears	Costs	Balance	Assessment ID	Lot/ Unit	Block	Plan	Arrears	Costs	Balance
484900350	10	100	102142617	\$ 88,479.09	\$ 10.00	\$ 88,489.09	505012050	8	3	77S32410	\$ 5,695.80	\$ 10.00	\$ 5,705.80
484900370	13	100	102170911	\$ 6,537.44	\$ 10.00	\$ 6,547.44	505012600	20	3	79S06402	\$ 7,614.23	\$ 10.00	\$ 7,624.23
485000450	5	15	77S01805	\$ 4,157.11	\$ 10.00	\$ 4,167.11	505014050	2	4	61S08605	\$ 7,760.90	\$ 10.00	\$ 7,770.90
485001150	3	19	78S39107	\$ 7,314.44	\$ 10.00	\$ 7,324.44	505014100	3	4	61S08605	\$ 1,635.22	\$ 10.00	\$ 1,645.22
485001950	12	19	80S04334	\$ 2,024.50	\$ 10.00	\$ 2,034.50	505016200	5	5	61S08605	\$ 1,407.35	\$ 10.00	\$ 1,417.35
485003350	25	19	80S04334	\$ 1,014.10	\$ 10.00	\$ 1,024.10	505018400	35	5	76S18618	\$ 11,832.38	\$ 10.00	\$ 11,842.38
485006150	8	23	80S04334	\$ 4,993.21	\$ 10.00	\$ 5,003.21	505019600	46	5	101650430	\$ 4,936.31	\$ 10.00	\$ 4,946.31
485009100	4	25	81S35252	\$ 4,971.30	\$ 10.00	\$ 4,981.30	505021300	2	6	61S08605	\$ 3,407.03	\$ 10.00	\$ 3,417.03
485010580	8	26	01SA04571	\$ 7,022.90	\$ 10.00	\$ 7,032.90	505023350	9	7	66S09677	\$ 10,092.96	\$ 10.00	\$ 10,102.96
485012800	4	3	102072080	\$ 2,445.97	\$ 10.00	\$ 2,455.97	505024600	8	8	67S00276	\$ 12,741.79	\$ 10.00	\$ 12,751.79
485014050	13	301	01SA29287	\$ 36,531.57	\$ 10.00	\$ 36,541.57	505025000	15	8	76S20370	\$ 2,915.01	\$ 10.00	\$ 2,925.01
485015100	47	29	101938338	\$ 1,788.80	\$ 10.00	\$ 1,798.80	505025400	13	8	67S00276	\$ 3,719.98	\$ 10.00	\$ 3,729.98
485020350	18	34	97S32332	\$ 4,392.32	\$ 10.00	\$ 4,402.32	505029000	1	10	67S00276	\$ 6,510.31	\$ 10.00	\$ 6,520.31
485021550	34	34	101884754	\$ 10,220.21	\$ 10.00	\$ 10,230.21	505032600	18	11	79S48016	\$ 2,300.72	\$ 10.00	\$ 2,310.72
485024600	16	16	88S18782	\$ 1,046.64	\$ 10.00	\$ 1,056.64	505032800	22	11	79S48016	\$ 6,579.55	\$ 10.00	\$ 6,589.55
485034650	3	29	95S36144	\$ 1,188.71	\$ 10.00	\$ 1,198.71	505043050	21	7	80S45295	\$ 1,986.13	\$ 10.00	\$ 1,996.13
485037750	3+4	43	101848619	\$ 9,798.78	\$ 10.00	\$ 9,808.78	505045000	2	7	70S20128	\$ 4,873.46	\$ 10.00	\$ 4,883.46
485037770	2	43	101848619	\$ 4,000.00	\$ 10.00	\$ 4,010.00	505045850	11	7	81S09607	\$ 4,414.56	\$ 10.00	\$ 4,424.56
485038425	20	43	101925299	\$ 4,164.92	\$ 10.00	\$ 4,174.92	505047250	G	7	76S17044	\$ 28,090.30	\$ 10.00	\$ 28,100.30
485038650	14	43	101916929	\$ 1,926.24	\$ 10.00	\$ 1,936.24	505047500	E	7	76S17044	\$ 5,862.01	\$ 10.00	\$ 5,872.01
485038675	15	43	101916929	\$ 11,905.35	\$ 10.00	\$ 11,915.35	505047600	C	7	64S13956	\$ 5,843.80	\$ 10.00	\$ 5,853.80
485040950	12	44	101927235	\$ 11,457.68	\$ 10.00	\$ 11,467.68	505048000	10	7	101650070	\$ 22,260.34	\$ 10.00	\$ 22,270.34
485043050	95	38	101897185	\$ 8,541.63	\$ 10.00	\$ 8,551.63	505051850	38	12	86S14977	\$ 12,804.85	\$ 10.00	\$ 12,814.85
485048000	73	38	101875192	\$ 11,453.95	\$ 10.00	\$ 11,463.95	505052050	1	14	86S14977	\$ 3,958.06	\$ 10.00	\$ 3,968.06
485048625	45	38	101852603	\$ 6,518.59	\$ 10.00	\$ 6,528.59	505052250	5	14	86S14977	\$ 7,835.56	\$ 10.00	\$ 7,845.56
485049156	6		101310488	\$ 1,729.93	\$ 10.00	\$ 1,739.93	505054050	63	11	87S11537	\$ 7,002.05	\$ 10.00	\$ 7,012.05
485052200	5	38	01SA29287	\$ 4,514.32	\$ 10.00	\$ 4,524.32	505056000	1	30	89S48178	\$ 33,843.30	\$ 10.00	\$ 33,853.30
485052250	6	38	01SA29287	\$ 5,583.04	\$ 10.00	\$ 5,593.04	505058600	133	11	102002410	\$ 2,797.37	\$ 10.00	\$ 2,807.37
485055550	4	39	98SA24054	\$ 14,978.19	\$ 10.00	\$ 14,988.19	505101000	10	31	101950297	\$ 4,470.23	\$ 10.00	\$ 4,480.23
485055950	12	39	98SA24054	\$ 1,063.45	\$ 10.00	\$ 1,073.45	505101200	14	31	101950297	\$ 1,043.88	\$ 10.00	\$ 1,053.88
485056050	14	39	98SA24054	\$ 2,073.69	\$ 10.00	\$ 2,083.69	505104450	11	31	96S46491	\$ 4,258.48	\$ 10.00	\$ 4,268.48
485056700	28	39	00SA00485	\$ 7,971.32	\$ 10.00	\$ 7,981.32	505104900	20	31	96S46491	\$ 990.45	\$ 10.00	\$ 1,000.45
485105800	13	33	01SA13557	\$ 3,312.42	\$ 10.00	\$ 3,322.42	505107360	34	40	101933041	\$ 6,137.56	\$ 10.00	\$ 6,147.56
485110050	1	35	99SA35716	\$ 6,562.37	\$ 10.00	\$ 6,572.37	505108050	43	40	101958093	\$ 2,850.55	\$ 10.00	\$ 2,860.55
485110550	11	35	101293477	\$ 1,537.41	\$ 10.00	\$ 1,547.41	505108550	63	40	101958093	\$ 4,058.03	\$ 10.00	\$ 4,068.03
485115300	47	39	101414472	\$ 6,842.32	\$ 10.00	\$ 6,852.32	505109250	9	69	101958093	\$ 4,088.24	\$ 10.00	\$ 4,098.24
485116500	71	39	101896049	\$ 5,306.17	\$ 10.00	\$ 5,316.17	505110270	2	57	101901899	\$ 1,341.57	\$ 10.00	\$ 1,351.57
485117000	81	39	101896049	\$ 15,071.59	\$ 10.00	\$ 15,081.59	505110280	3	57	101901899	\$ 4,410.79	\$ 10.00	\$ 4,420.79
485117550	101	39	101923703	\$ 4,615.02	\$ 10.00	\$ 4,625.02	505111270	27		102048083	\$ 6,504.52	\$ 10.00	\$ 6,514.52
485119775	14	47	101923703	\$ 5,640.03	\$ 10.00	\$ 5,650.03	505113100	3	50	101877239	\$ 1,167.76	\$ 10.00	\$ 1,177.76
485131100	1	48	101829652	\$ 42,411.76	\$ 10.00	\$ 42,421.76	505113650	14	50	101877239	\$ 3,737.08	\$ 10.00	\$ 3,747.08
485131900	4	48	102107258	\$ 44,273.28	\$ 10.00	\$ 44,283.28	505115500	11	51	101877239	\$ 2,345.83	\$ 10.00	\$ 2,355.83
494900100	4	100	102093162	\$ 21,251.81	\$ 10.00	\$ 21,261.81	505119400	9	53	101898221	\$ 9,255.30	\$ 10.00	\$ 9,265.30
495002250	7	2	101651723	\$ 9,096.06	\$ 10.00	\$ 9,106.06	505172050	12	64	102047789	\$ 6,462.48	\$ 10.00	\$ 6,472.48
495004900	38	3	01SA26718	\$ 12,608.03	\$ 10.00	\$ 12,618.03	505172350	18	64	102047789	\$ 10,306.25	\$ 10.00	\$ 10,316.25
495005150	3	4	G928	\$ 9,114.37	\$ 10.00	\$ 9,124.37	505172600	23	64	102047789	\$ 1,847.28	\$ 10.00	\$ 1,857.28
495006468	18		101848079	\$ 1,249.01	\$ 10.00	\$ 1,259.01	505174630	21	65	102158007	\$ 2,864.81	\$ 10.00	\$ 2,874.81
495006600	3	5	G928	\$ 5,127.04	\$ 10.00	\$ 5,137.04	505174780	36	65	102158007	\$ 10,049.42	\$ 10.00	\$ 10,059.42
495007650	22	5	101651330	\$ 4,253.49	\$ 10.00	\$ 4,263.49	505174880	1	66	102158007	\$ 4,508.01	\$ 10.00	\$ 4,518.01
495010150	13	6	77S04455	\$ 6,693.52	\$ 10.00	\$ 6,703.52	505174950	8	66	102158007	\$ 3,917.16	\$ 10.00	\$ 3,927.16
495011250	6	6	60S13885	\$ 1,409.80	\$ 10.00	\$ 1,419.80	505175190	42	62	102158007	\$ 1,282.23	\$ 10.00	\$ 1,292.23
495019650	11	8	78S39107	\$ 3,280.93	\$ 10.00	\$ 3,290.93	515000800	A		62S14111	\$ 7,835.95	\$ 10.00	\$ 7,845.95
495020200	22	8	78S39107	\$ 2,156.26	\$ 10.00	\$ 2,166.26	515001100	3	60	101967824	\$ 10,852.74	\$ 10.00	\$ 10,862.74
495021250	3	9	60S09633	\$ 1,999.80	\$ 10.00	\$ 2,009.80	515001700	15	60	101967824	\$ 11,361.26	\$ 10.00	\$ 11,371.26
495024850	24	10	63S16928	\$ 7,982.48	\$ 10.00	\$ 7,992.48	515001900	19	60	101967824	\$ 4,198.33	\$ 10.00	\$ 4,208.33
495025550	5	10	61S12626	\$ 4,962.04	\$ 10.00	\$ 4,972.04	515004800	76	11	101967824	\$ 18,817.36	\$ 10.00	\$ 18,827.36
495026851	1		01SA03677	\$ 1,875.12	\$ 10.00	\$ 1,885.12	515005050	81	11	101967824	\$ 8,799.78	\$ 10.00	\$ 8,809.78
495027250	12	10	61S12626	\$ 1,069.78	\$ 10.00	\$ 1,079.78	515006700	113	11	101958284	\$ 7,749.68	\$ 10.00	\$ 7,759.68
495027450	14	10	63S16928	\$ 1,704.10	\$ 10.00	\$ 1,714.10	515006750	114	11	101958284	\$ 7,783.79	\$ 10.00	\$ 7,793.79
495031200	43	17	77S36682	\$ 2,481.06	\$ 10.00	\$ 2,491.06	515007500	129	11	101958284	\$ 2,060.60	\$ 10.00	\$ 2,070.60
495103750	2	75	101982146	\$ 7,071.98	\$ 10.00	\$ 7,081.98	515009150	88	13	101958284	\$ 6,804.50	\$ 10.00	\$ 6,814.50
495103900	5	75	101982146	\$ 2,418.55	\$ 10.00	\$ 2,428.55	515009250	90	13	101958284	\$ 7,773.50	\$ 10.00	\$ 7,783.50
495200279	19		102236756	\$ 2,284.88	\$ 10.00	\$ 2,294.88	515013300	69	60	101992057	\$ 1,637.16	\$ 10.00	\$ 1,647.16
495200335	1	201	102152876	\$ 6,570.35	\$ 10.00	\$ 6,580.35	515014050	13	61	101992057	\$ 3,551.29	\$ 10.00	\$ 3,561.29
495200782	8		102315855	\$ 8,504.12	\$ 10.00	\$ 8,514.12	515014350	19	61	101992057	\$ 16,098.06	\$ 10.00	\$ 16,108.06
495200783	9		102315855	\$ 8,361.97	\$ 10.00	\$ 8,371.97	515014700	26	61	101992057	\$ 8,896.74	\$ 10.00	\$ 8,906.74
495200789	15		102315855	\$ 3,327.47	\$ 10.00	\$ 3,337.47	515015200	36	61	101992057	\$ 1,801.03	\$ 10.00	\$ 1,811.03
495201155	1	207	102170371	\$ 1,294.72	\$ 10.00	\$ 1,304.72	515018000	6	30	101967824	\$ 8,058.64	\$ 10.00	\$ 8,068.64
495201205	34	205	102170371	\$ 5,133.54	\$ 10.00	\$ 5,143.54	515019021	21		101977982	\$ 1,655.65	\$ 10.00	\$ 1,665.65
495201715	28	209	102202984	\$ 3,925.18	\$ 10.00	\$ 3,935.18	515019037	37		101977982	\$ 1,980.90	\$ 10.00	\$ 1,990.90
495201720	29	209	102202984	\$ 3,734.80	\$ 10.00	\$ 3,744.80	515019052	52		101977982	\$ 4,541.45	\$ 10.00	\$ 4,551.45
495201804	4		102260023	\$ 5,479.80	\$ 10.00	\$ 5,489.80	515020131	31		102148613	\$ 8,352.26	\$ 10.00	\$ 8,362.26
495201822	22		102260023	\$ 3,140.92									