



**COMMUNITY COMMUNICATIONS
ADVISORY COMMITTEE
AUGUST 15, 2022
7:00 PM**

MEETING DETAILS

Phone Connection: 1 647 374 4685 Canada / 1 647 558 0588 Canada **Video Connection:** <https://us02web.zoom.us/j/84602248258>
Meeting ID: 846 0224 8258

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

Recommendation: THAT the agenda be approved.

3. MINUTES OF THE PREVIOUS MEETING

Recommendation: THAT the minutes May 26, 2022 be approved.

4. DISCLOSURE OF PECUNIARY INTEREST

5. ADMINISTRATION

5.1 2nd QTR Reports: Communications Traffic

Recommendation: THAT the Community Communications Advisory Committee receive the 2nd QTR Communications Traffic Report.

5.2 2023 Communication Milestones and Future Recommendations

5.3 2022 Annual Report to Council

Recommendation: THAT the Community Communications Advisory Committee submit the 2022 annual report of achievements to Council.

6. INFORMATION ITEMS

6.1 Email Subscription Messaging

6.2 June - August 2022 Newsletters

Recommendation: THAT the Community Communications Advisory Committee receive the information items as copied and circulated.

7. **ITEMS FOR FUTURE MEETING**

8. **ADJOURNMENT**

Recommendation: THAT we do now adjourn at _____pm.



MINUTES
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
MAY 26, 2022
7:00 P.M.

Present: Karen Scully - Chair, Shirley Boxem, Taria van Weesenbeek, Roseann Knechtel – Secretary

Absent: Ruth Armstrong

1. CALL TO ORDER

The meeting was called to order by the Chair at 7:14 pm.

2. APPROVAL OF THE AGENDA

Moved by Boxem and Seconded by van Weesenbeek

THAT the agenda be approved.

CARRIED.

3. MINUTES OF THE PREVIOUS MEETING

Moved by Boxem and Seconded by van Weesenbeek

THAT the minutes of January 13, 2022 be approved.

CARRIED.

4. DISCLOSURE OF PECUNIARY INTEREST - NONE

5. ADMINISTRATION

5.1 1st Quarter Report: Communications Traffic

Members reviewed and discussed the first quarter report present by the Secretary. Discussed include the high percentage of opens for the newsletter, Facebook costs for paid content, and the use of Instagram reels/stories.

Members would like to see where the dead pages exist on the website, greater information on page engagement, separating the main page from the rest of the website, as well as where traffic flow is coming from on the 2nd Quarter Report.

Direction was given to staff to investigate the possibility of including a reason for unsubscribing to the newsletter.

Moved by van Weesenbeek and Seconded by Boxem

THAT the Committee receive the 2022 1st Quarter Communications Report.

CARRIED.

5.2 Elections Communications

The Secretary presented the elections communication calendar and content. Members suggested using the election videos as a reel on Instagram and tagging community groups on the Facebook posts. Members will review voter turn out to see if communications have made a difference at the end of the election.

Direction was given to the Secretary to add a “meet your candidates” post after nomination day and a post on election sign recycling with the County of Dufferin

Direction was given to the Secretary to investigate recording the all-candidates meeting for posting and viewing at a later date.

6. INFORMATION ITEMS

6.1 Township of Mulmur Magnet

6.2 February – May 2022 Newsletters

Members suggested moving the survey questions from the bottom of the newsletter to encourage greater participation.

Members discussed including a history of each property included on the historical register on the website.

Moved by Boxem Seconded by van Weesenbeck

THAT the Community Communications Advisory Committee receive the information items as copied and circulated.

CARRIED.

7. ITEMS FOR FUTURE MEETINGS

7.1 2ND Quarter Communications Report

8. ADJOURNMENT

Moved by van Weesenbeck and Seconded by Boxem

THAT we do now adjourn at 8:18 p.m. to meet again on July 14, 2022 at 7:00 pm or at the call of the Chair.

CARRIED.



STAFF REPORT

TO: Community Communications Advisory Committee (CCAC)
FROM: Roseann Knechtel, Deputy Clerk
SUBJECT: 2022 2nd Quarter Communications Statistics

PURPOSE:

The purpose of this report is to provide the CCAC with statistical information for the 2nd Quarter of 2022

ANALYSIS:

Email Distribution List:

MONTH	SENT TO	OPENS	CLICKS	BOUNCES	UNSUBSCRIBES
May	826	549 (66%)	85 (10.29%)	23 (2.78%)	1 (Township test)
June	830	550 (66%)	38 (4.57%)	23 (2.77%)	0
July	816	557 (68%)	68 (8.33%)	7 (.85%)	2

Reasons for unsubscribing: Content is no longer relevant

Facebook:

Mulmur's Facebook account has **850** followers as of August 2022. The most popular/well received postings this quarter were:

List top 5 postings:

Agricultural Trespassing
Best Burger Contest
Turtles Crossing the Road
Armstrong Estates
Best Burger Contest – Burger Bus Post

Post Reach: 10582 (July 4)

Post Reach: 4165 (June 24)

Post Reach 3642 (June 9)

Post Reach: 2291 (June 29)

Post Reach: 2193 (July 8)

A monthly summary of Facebook activity for the Township shows:

	May	June	July
People reached	7,498	9,288	14,609
Reactions	269	257	465
Photo views	116	132	1342
Shares	81	85	104
Link Clicks	72	98	109
Comments	47	38	152
New followers	8	9	12

Twitter:

As of August 2022, Mulmur has **760** followers. A monthly summary of Twitter activity for the Township shows:

	May	June	July
# of postings	18	25	20
# of tweet impressions (the number of times the tweet was seen)	3,149	4,366	4,009
# of profile visits	870	843	722
# of mentions	40	19	70

Instagram:

As of August 2022, Mulmur has **534** followers. A monthly summary of Instagram activity for the Township shows

	May	June	July
# of posts	28	36	30
# of new followers	8	11	11
# of shares	3	19	32



Agricultural Trespassing in Dufferin County

(DUFFERIN COUNTY, ON) -The Dufferin Detachment of the Ontario Provincial Police (OPP) is noticing an increase in agricultural trespassing in Dufferin County, culminating in a serious instance being shared on social media.

On the Canada Long Weekend there were two occurrences of people stopping on the side of Highway 10 in Melancthon Township and entering a Canola field to take photos. While Canola is beautiful at this time of year, it is a crop. It is a large part of plant-based diets and a source of income for our farmers. The potential damage to this crop is valued at \$2000 if only one acre is damaged. It will increase if there was a larger area affected.

Fields containing crops are not required to have fences or signage to deter people from entering, as stated in the Trespass to Property Act. Therefore, entering a field, whether it is on foot or with an off-road vehicle, is trespassing. If a person damages crops, then a criminal charge of Mischief could be considered by a responding police officer.

While Dufferin OPP will be monitoring for these situations, we do need public assistance. The situation that happened this past weekend was captured by photo, but a timely phone call to the police was not made. Dufferin OPP asks that if you see this happening, please call 1-888-310-1122 and report it immediately.

The Dufferin OPP is committed to public safety, delivering proactive and innovative policing in partnership with our communities. Officers value your contribution to building safe communities. If you have information about suspected unlawful activity, please contact the OPP at 1-888-310-1122 or Crime Stoppers to remain anonymous at 1-800-822-8477 (TIPS) or www.ontariocrimestoppers.ca.

Best Burger Contest

JULY 1 - 31ST

YOU COULD WIN A \$100 GIFT CARD!

- ✓ Burger Bus
- ✓ Champ Burger
- ✓ Fam Burger
- ✓ Superburger

**ORDER.
EAT.
VOTE.**

Scan the QR code to vote for your favourite burger for a chance to win a \$100 gift card to the winning restaurant! For restaurant locations visit www.mulmur.ca

www.mulmur.ca

TOWNSHIP OF MULMUR

this July, the Township of Mulmur is having a “Best Burger Contest”.

Four hamburgers. Four restaurants. 31 days. Order. Eat. Vote. It’s that simple!

The first thing you need to do is go out and try as many of the burgers you can anytime between July 1 to July 31, then, rate each one for a chance to win a \$100 gift card to your favourite! Voting is easy, simply scan the QR code or visit our website at www.mulmur.ca.

Having great burger places to eat in our community is just another reason to be proud of Mulmur and what happens here.

Everyone wins with this contest, you get to eat some incredible food, you get to talk about it, the restaurants get to serve you a great burger and we all celebrate by doing something together. Supporting these local restaurants shows them that their business matters. Buying local helps to keep our amazing community alive and strong.

So get your hunger on and have fun eating burgers! Be sure to post about on all your socials and tag all restaurants involved in the making of your burger.



Why did the turtle cross the road?

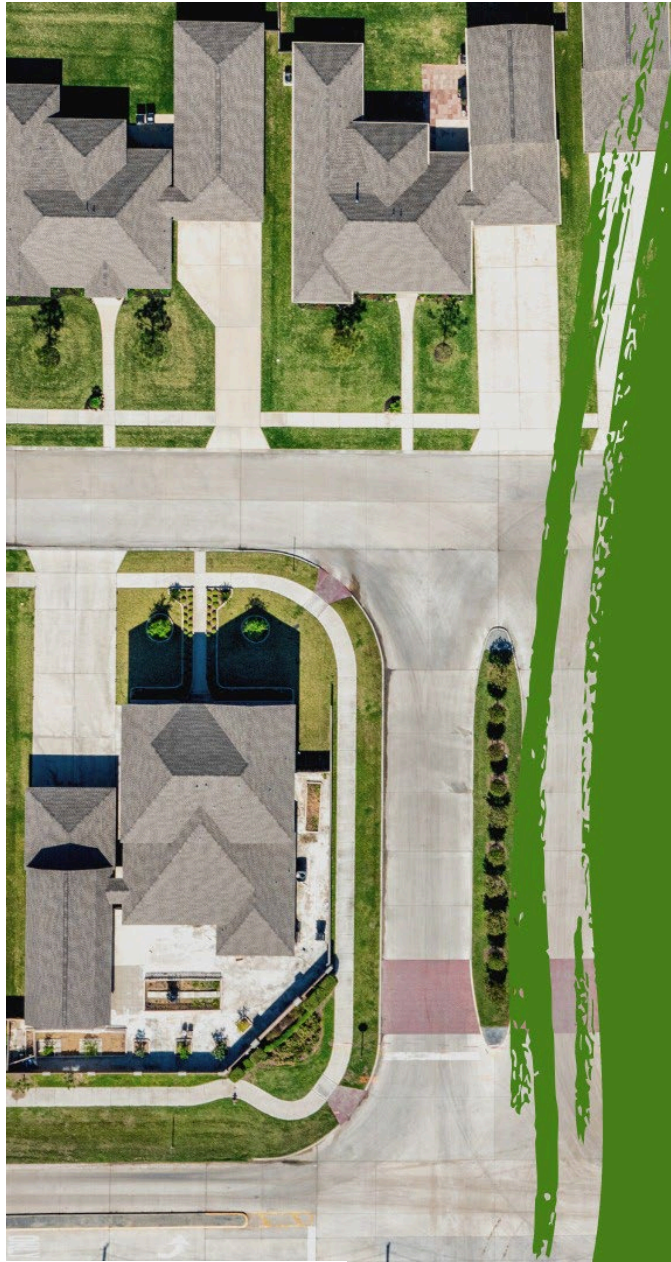
Why did the Turtle Cross the Road?

They are searching for a nesting location to lay their eggs!

If you see one crossing the road, you can help it by:

- 🐢 Moving the turtle off the road in the direction it was headed; they know where they are going
- 🐢 Carefully picking up by the rear of the shell (never the tail) and moving it across the road
- 🐢 Watching it and making sure it makes it across safely on a quiet road
- 🐢 Coax it into a box, tub, or onto a blanket and drag it across the road. Always make sure the road is clear and it is safe to do so.

[#mulmur](#) [#turtle](#) [#snappingturtle](#)



TONIGHT!

Open House Armstrong Estates of Mansfield

The Township of Mulmur received an application for a Draft Plan of Subdivision on December 10, 2021, for the lands legally described as Part of Lot 11, Concession 7 EHS in the Township of Mulmur and known as **937045 Airport Road**.

The Application proposes to subdivide the subject lands for the development of 67 residential units with a mix of single detached, semi detached and townhouse dwellings, new municipal road networks, walkways, environmental protection, storm water management block, private septic system blocks and future parkland.

TOWNSHIP OF MULMUR
758070 2ND LINE EAST, MULMUR, ON L9V 0G8
705-466-3341 / INFO@MULMUR.CA / WWW.MULMUR.CA

Armstrong Estates Meeting



Best Burger Contest
JULY 1 – 31ST

TOWNSHIP OF MULMUR

Featuring
BURGER BUS
Mansfield

Friday:
11:00 AM – 7:00 PM
Saturday:
11:00 AM – 7:00 PM
Sunday:
11:00 AM – 7:00 PM

This week we were thrilled to be able to try another one of Mulmur's new Burger Spots, Healthy Cravings Burger Bus.

This pretty blue bus can be found at 708235 County Rd 21 & Airport Road and is also participating in the Best Burger Contest held by the Township for the month of July! For more details or to vote, visit our website at www.mulmur.ca.

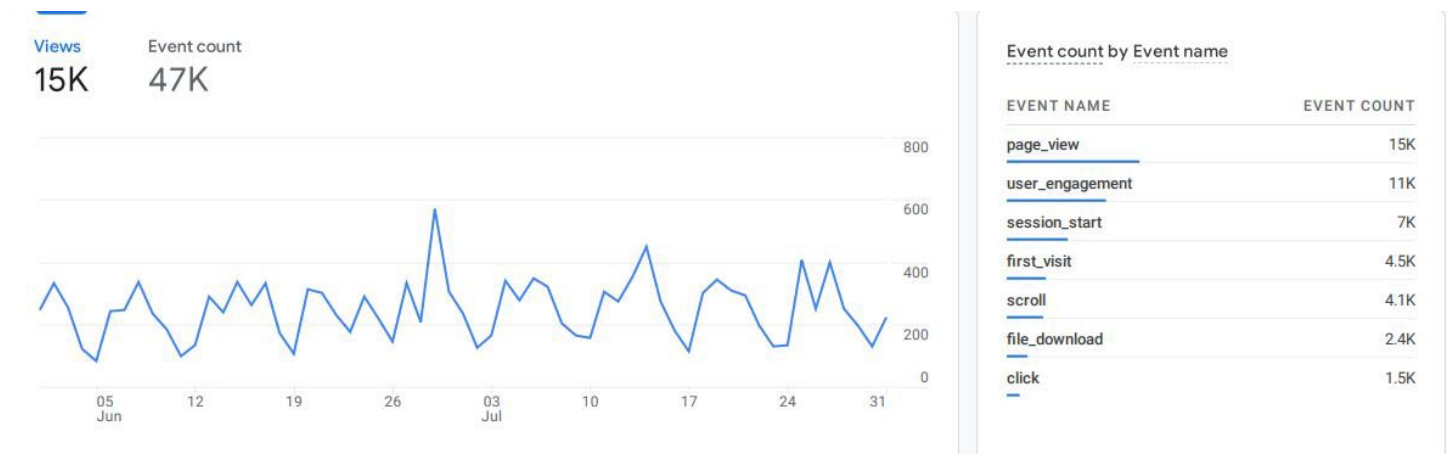


Website Analytics Report- June 1st to July 31st

Website Views, Events, and Engagement Rates:

Total Views and Events from June 1st to July 31st:

Total Views:	15,139
Individual Users:	4,648
Total Events:	46,584 An event is any action taken on a page such as scrolling, clicking, refreshing the page, etc.



Top 5 Most visited Pages:

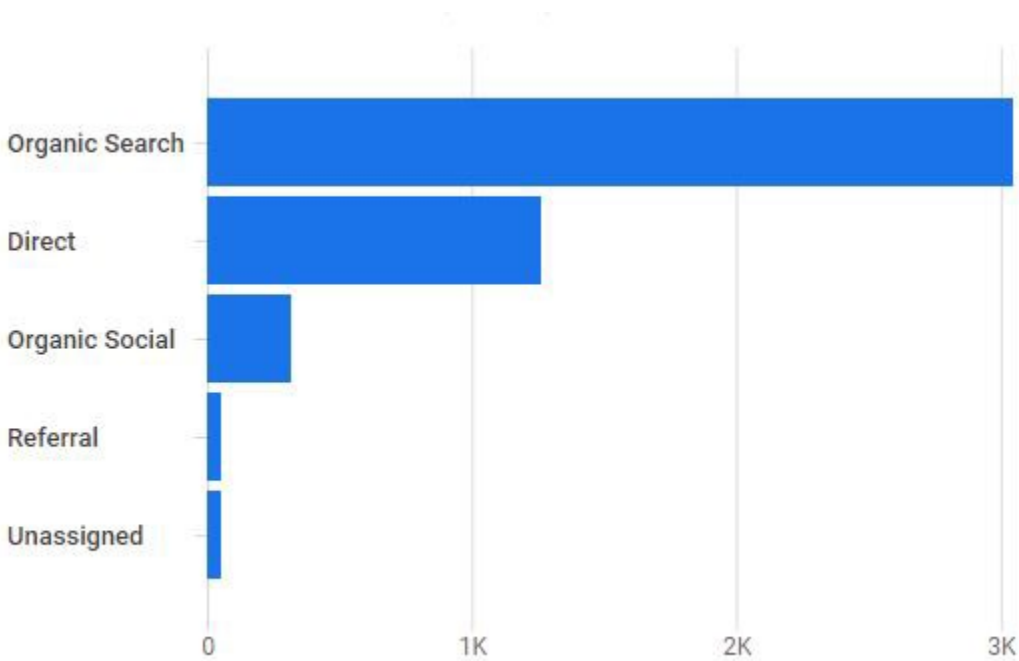
Name of Page	Number of viewers from June 1 st to July 31 st	Number of Individual Users	Average Page Engagement Time
Township of Mulmur-Main page	3,852	1,918	25 seconds
Search Results Page	735	272	44 seconds
2022 Municipal Election	562	236	1 minute and 1 second
Employment	561	267	1 minute and 8 seconds
Mulmur's Best Burger Contest-Latest News	481	366	21 seconds
Total:	Total number of viewers for these pages: 6,191	Total number of users for these pages: 3,059	

The average user engagement time for the overall website was **one minute and four seconds**.

DEAD PAGES:

For the period of June 1st to July 31st, our website did not have any “dead” pages, meaning a page that did not receive any views or individual users within the given time period of this report. This may be due to the fact that staff are currently completing a full review of our website pages to ensure accuracy and applicability.

Where do our viewers come from?



Types of Way Users are Coming to Our Site:	Number of Users:
Organic search	3,046
Direct	1,222
Organic social	305
Referral	44
Unassigned	1

Organic search: users finding our website through google.

Direct: users visit our website from a direct web link, including typing the Township's URL directly, users clicking the weblinks in staff email signatures, or direct weblinks provided via email. It can also include links to the website placed in documents, and users who have saved the Township's website as a favourite or bookmark.

Organic social: users coming to our website from social networks and social media platforms. For example, a person who clicks on a tweet or a Facebook post and then arrive at our website.

Referral refers to users who visited our website from other external websites, without searching for us through google. This could include websites such as Dufferin County, which has a direct link to the Township's website on it.

Unassigned method could not be determined.

User Retention:

New users:	Approximately 4,000
Returning users:	820

New users can indicate a new user or device who has never been to the website before.

SCHEDULE A

2022 COMMUNICATION MILESTONES

- Increase confidential email list to 80% of households (approx. 1300 addresses)
- Encourage businesses to join the Township Community Directory on the Mulmur website
- Monitor Website and Social Media traffic and drive engagement to the website
- Encourage feedback with a monthly newsletter question
- Reach out to community social media groups to receive permission to post directly on their social media pages

What does the Communications Committee want to see happen in 2023?

SCHEDULE C

FUTURE RECOMMENDATIONS

COMMUNICATION TYPE	RECOMMENDED ACTIONS
Newsletters	
Monthly Council Highlights	Mayor's Message – bi-annually or as required
Tax Bill Inserts (bi-annually)	Topics to focus on those not included in the monthly newsletters including but not limited to: <ul style="list-style-type: none">• Contact information for canine control, NEC, NVCA, Garbage etc• Tax / Assessment Information• Winter Parking/Snow Removal/Water Restrictions• Building Permit Information• Township wide notices: Planning
Mulmur Website	
Opportunities for betterment	Recommendations: calendar tool, banners, pop-ups, navigation, functionality, consistency, etc.
Content	Adjust website content based on analysis of website traffic
Other Communications	
Telephone System / Welcome Directory	Add line at the end of the greeting telling people to visit our website at www.mulmur.ca
Confidential Email List	
Grow the distribution list	Growing the distribution list – ongoing
Social Media Posts	
Content / Images	

Any updates or future recommendations?



ANNUAL REPORT

TO: Council
FROM: Community Communications Advisory Committee (CCAC)
SUBJECT: 2022 Annual Report on Achievements

PURPOSE:

The purpose of this report is to report to Council on the CCAC's achievements for the year 2022.

MANDATE:

1. Review the approved communications strategy and make recommendations for improvement.
2. To be available to act in an advisory capacity for special projects as identified by staff and Council.

ACHEIVEMENTS:

Goal #1: the Township's Communication strategy was reviewed and updated in September 2021 with the following milestones being identified for completion in 2022.

1. Increase confidential email list to 80% of households (approx. 1300 addresses)

Outcome: The confidential email list is distributed to 816 emails. This number changes monthly. This milestone remains ongoing.

2. Encourage businesses to join the Township Community Directory on the Mulmur website

Outcome: This goal remains ongoing.

3. Monitor Website and Social Media traffic and drive engagement to the website

Outcome: Creation of magnets for distribution. Review of quarterly reports to identify gaps in communications and continue to improve engagement.

4. Encourage feedback with a monthly newsletter question

Outcome: Inclusion of a monthly newsletter question was implemented in October 2021 and remains in place.

5. Reach out to community social media groups to receive permission to post directly on their social media pages

Outcome: Messaging on the Township platforms continue to be shared by other users.

Goal #2: Provided recommendation and direction on communication gaps in the 2022 Municipal Election.

Outcome: Recommendations were given to staff to ways to highlight candidates and the all candidates meeting.

2023 BUDGET REQUESTS:

Subject: FW: Website Newsletter

Unsubscribers are given an option to provide the reason. If "Other" is chosen then a comment section pops up. I can view the reason on each campaign. In March there were 2 unsubscribes, see below.

We're sorry to see you go.

We have removed **jenshephard312@gmail.com** from all **Township of Mulmur** mailing lists.

Did you unsubscribe by accident? [Resubscribe now](#)

Please take a moment to tell us why you chose to unsubscribe. (Optional)

☐ I never signed up for your emails

☐ I get too many emails from you

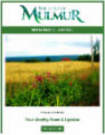


☐ The content is no longer relevant to me

☐ The content is not what I expected

☐ Other reason

[Submit Feedback](#)

Note: In each email you receive, there will be a link to unsubscribe or change areas of interest.

<input type="checkbox"/>		Mulmur Matters- April 2022 Sent Email • Sent Apr 12, 2022 at 4:28pm EDT 823 sends • 552 (69%) opens • 73 (9%) clicks • 22 (3%) bounces • 0 (0%) unsubscribes	Copy
<input type="checkbox"/>		Mulmur Matters- March 2022 Sent Email • Sent Mar 8, 2022 at 1:10pm EDT 820 sends • 567 (71%) opens • 120 (15%) clicks • 19 (2%) bounces • 2 (1%) unsubscribes	Copy
<input type="checkbox"/>		Mulmur Matters- February 2022 Sent Email • Sent Feb 8, 2022 at 11:09am EDT • Archive 816 sends • 525 (66%) opens • 85 (11%) clicks • 19 (2%) bounces • 2 (1%) unsubscribes	Copy

If I click on the hyperlink it tells me the user name and reason, if given.

SHARE:

[Join Our Email List](#)

THE HILLS OF MULMUR

Mulmur Matters - June 2022



Our next Council Meeting is July 6, 2022 at 9:00am.

To have your photography featured in one of our monthly newsletters, please send your submission to info@mulmur.ca

Visit our Website



Council Vacancy



A vacancy exists on the Township of Mulmur Council for one (1) Councillor position. Council will fill this vacancy by appointment in accordance with the Township of Mulmur Council Vacancy Appointment Policy.

The term of this position is from the date of the Council appointment for the balance of the Council term until November 14, 2022.

A candidate for municipal office must be a qualified municipal elector as set out in the Municipal Elections Act, 1996, being:

- 18 years of age or older;
- A Canadian Citizen
- A resident of the Township of Mulmur, or an owner or tenant of land in the Township or the spouse of such an owner or tenant, and
- Not prohibited from voting under any other Act or disqualified from holding municipal office.

Interested candidates may submit, **in person** with identification, a completed Council Vacancy Application Form, Council Vacancy Declaration of Qualification Form, and Consent to Provide Candidate Contact Information Form **by 2:00 p.m. on Wednesday, June 29, 2022** at the Township Administrative Office.

Candidate(s) may also submit, to the Clerk, a personal statement of qualification for consideration of Council. Personal statements will be typewritten in a 12-point font on letter size (8 ½" x 11") paper, shall not exceed two (2) pages in length and will include the Candidate(s) name and address. Statements that do not meet these requirements shall not be included in any Council meeting agenda or provided to Council by the Clerk.

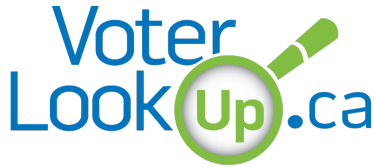
Certified registered Candidates will be afforded the opportunity to address Council for a period of not more than five (5) minutes and will be asked questions by Council in an open Public Meeting to be held on Wednesday July 6, 2022 at 9:00 am in Council Chambers at the Township Municipal Office.

Council Vacancy Application Forms and the approved Council Vacancy Appointment Procedures can be found online at www.mulmur.ca or picked up from the Municipal Office.

For more information please contact:

Roseann Knechtel
Deputy Clerk
rknechtel@mulmur.ca

2022 Municipal Election



Are you registered to vote? Have your say!

Make sure you are registered on

<https://voterlookup.ca/home.aspx>

Nomination Period is now open

Nomination period is now open. If you are interested in running for Council visit <https://mulmur.ca/town-hall/election> or contact the Township Office to pick up your copy of the 2022 Municipal Candidate Package.

For more information on the 2022 Municipal Election please contact:
Roseann Knechtel at 705-466-3341 x223 rknechtel@mulmur.ca



Prosperous

Responsibly managing the fiscal resources of Mulmur
and providing opportunities for success.

2021 Financial Statements

Matthew Betik, Partner and Auditor at KPMG LLP presented the 2021 Financial Statements at the June Council Meeting.

The Financial Statements showed good indicators of increasing reserves and decreasing debt and a leveling out of taxation. Mulmur's debt levels are relatively low and no adjusting entries were required.

Approximately 54% of the Township's assets are halfway through their lifespan. The Township is currently updating its asset management plan to show where more money is required to be saved.

Great job to the treasury team!



Connected

Communication with and social connectivity within
the Mulmur community.

Pickleball is coming to Mansfield!

Try Mulmur's newest sport and see for yourself why it's such a popular game! Round robin format. All abilities are welcome.

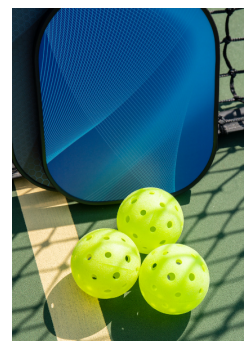
Age: Adult 18+

Tuesday evenings

4:30-6:30pm

Location: Mansfield Park (Basketball Courts)

To register and for information mulmurpickleball@gmail.com



Kids Day - June 18 at the Mansfield Outdoor Centre

Kids Day, June 18th, Presented by Cassidy and Joe from Remax Chay. **This is a free event!**

Please bring a non perishable food item for entry.

If you are interested in volunteering, contact info@cassidyandjoe.com

Honeywood Repair

The Cenotaph in Honeywood has recently been temporarily removed for repair and maintenance.

The playground has been disassembled for replacement with a new playground.

Music in the Hills Cancelled!

Due to unforeseen circumstances (the ticketing company used for Music In The Hills "Neighbur.com" has suddenly gone out of business), Music In The Hills 2022 has been cancelled.

ALL tickets sold will be refunded. Please forward your email receipt for your ticket purchase to: info@musicinthehills.ca for reimbursement.

The Music In The Hills event committee apologizes for any inconvenience this has caused, and hope that you are not associated with other events or organizations who have been using the same online ticketing company. We fully intend to continue Music In The Hills June 2023.

[Text Link](#)



Welcome, Burger Bus!



Mulmur Mayor, Janet Horner, seen here with Brenda Gray and Albert Luce recently stopped by the Burger Bus at the corner of Airport Road and County Road 17 to celebrate the Grand Opening and ribbon cutting.



Supportive
Providing local Services to support the needs of Mulmur residents and businesses.

June is senior's month!

At the June 1, 2022 Council meeting **Gordon Laird** was recognized as the 2022 Mulmur senior of the year.

Gordon is a man who is active and engaged in the community, with a "can do" attitude. He is described as a Role model with a great sense of humour. He loves

to tell stories and make everyone happy. Congratulations Gordon!

Mayor Janet Horner and Councillor Patty Clark are pictured here with Gordon.



Scan the QR code to register for a library card!

Residents of Mulmur are entitled to a library card with Shelburne Public Library!



**YOUR
Library**

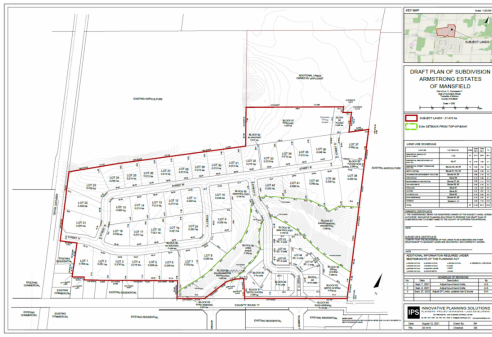


Sustainable

Being Proactive in Sustainable Initiatives to ensure the long term well-being of Mulmur (includes Resources/ Financial/ People).

Open House - Armstrong Estates of Mansfield

A **Virtual Open House** will be hosted by Innovative Planning Solutions on behalf of 1000062217 Ontario Inc. to obtain public input and present the draft plan of subdivision.



Written comments are also encouraged and can be sent to the Township's Planning Department.

Date: Wednesday June 28, 2022

Start Time: 6:00 p.m.

Phone Connection: 1 647 374 4685 Canada /
1 647 558 0588 Canada

Video Connection:

<https://us02web.zoom.us/j/84602248258>

Meeting ID: 846 0224 8258

Road Maintenance

Our Public Works department has been busy! Maintenance gravel has been completed. Calcium has commenced and should be completed in the next month.

Roadside grass cutting is also underway.



Climate Caucus

At the meeting on June 1st, Council passed a motion encouraging Dufferin County municipalities to join the Ontario Climate Caucus.

The OCC is a network for locally elected officials to gain best practice, access case studies and drive change.



Visit the website

**Attention:
PLANNED ROAD
CLOSURE**
**June 13 through
September 30, 2022**



Bridge 004-0027 Replacement, Mulmur-
Melancthon Townline, Approximately 2.5 km
north of Highway 89

Road is closed to through traffic. Please follow
posted detour route.



The Mulmur Soapbox!



Mulmur recognizes and values the contributions of its residents and volunteers. We want to ensure that we are acknowledging and recognizing our citizens to the best of our abilities. Help us do better!

Tell us how we are doing!

[Take My Survey](#)





Monthly News & Updates

July 2022 | 07

Are you registered to Vote?

Have your say! Make sure you are registered. Visit voterlookup.ca.

Nomination period is now open. If you are interested in running for Council **click here**, or contact the Township Office to pick up your copy of the 2022 Municipal Candidate Package.

For more information on the 2022 Municipal Election please contact Roseann Knechtel at 705-466-3341 x223 rknechtel@mulmur.ca



Calling all Trades & Home Services!

The Township of Mulmur is producing an economic development video, highlighting



Council Vacancy

At the July 6 meeting, Council voted in favour of **Andrew Cunningham** to fill the vacant council position. Andrew will be taking the oath of office on August 3, 2022.

businesses offering services, such as Electricians, Plumbers, Heating and Air Conditioning, Roofers, Tree Services, General Contractors, Landscapers, Snow Removal, Fencers etc.

Would you like your business to be featured? Let us know!

[Register here](#)



Business Recognition

A policy has been developed to recognize new businesses, length of service and outstanding achievement through both

nomination and/or application.

The establishment of a policy for recognition also allows the Township to develop a business recognition list, to be reviewed and maintained by the Economic Development Committee for recommendation to Council.

HAZARDOUS & ELECTRONIC WASTE EVENT

Saturday, July 16, 2022

8am - 3pm

Mulmur Works Yard

Visit our website for more information.

We would like to thank all seven candidates for their interest in the position.

NEXT COUNCIL MEETING:

9:00

Wednesday August 3, 2022

Public Meeting and Open House

The Township will be holding a public meeting and open house for a proposed zoning by-law amendment and updated official plan.

The Open House will be held in person at the Township Office, (lower level) in Terra Nova on

**Saturday, Sept. 24, 2022
10:00am – 11:30am**

The statutory public meeting will be held in person and electronically

**Wednesday, Sept. 7 2022
9:00am**

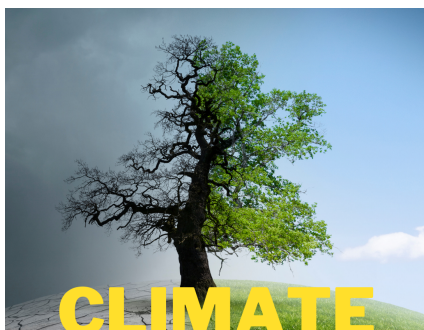
For more information:

[Visit our Website](#)

Climate Emergency!

Council of the Township of Mulmur has declared a Climate Emergency for the purpose of recognizing and deepening our commitment to protecting our economy, ecosystems, and community from climate change.

In response to this Climate Emergency, Council seeks to limit its contributions to the climate crisis, by



reviewing the current Strategic Plan action items for “*Growing a Sustainable Mulmur*” to reprioritize commitments and identify additional areas to take action. Council will review climate change options at budget time and participate in climate change adaptation training in 2023.



For the whole month of July, the Township of Mulmur is hosting a “Best Burger Contest”!

Four hamburgers. Four restaurants. 31 days. Order. Eat. Vote. It’s that simple!

Try as many of the burgers you can anytime between July 1 to July 31, and rate each one for a chance to win a \$100 gift card to your favourite! Voting is easy, simply scan the QR code at the restaurant or visit our website.

Having great burger places to eat in our community is just another reason to be proud of Mulmur and what happens here.

So get your hunger on and have fun eating burgers! Be sure to post about it on all of your socials and tag the restaurants involved in the making of your burger.

July 1 -31: Make sure to vote for your favourite!

Vote Here



JOIN US FOR A SUMMER FULL OF ACTIVITIES, READING, AND PRIZES.

Programs for all ages on:



Register Here:



www.shelburnelibrary.ca

Dufferin County Seeking Members for the Joint Compliance Audit Committee



Dufferin County is seeking members for a recently established Joint Compliance Audit Committee as per the Municipal Elections Act, Section 88.37.

The Committee is responsible for reviewing compliance audit applications submitted by an elector who believes on reasonable grounds that a candidate or third-party advertiser has contravened the provisions of the Municipal Elections Act relating to campaign or advertising finances.

The Committee will be responsible for reviewing applications for all eight Dufferin municipalities.

Applications should be forwarded to info@dufferincounty.ca or put in the drop box at:

30 Centre St,
Orangeville

by August 12, 2022.

To view the complete Terms of Reference and the application, please visit our website at

Visit our Website



Primrose Elementary

School Grad

The Township of Mulmur was proud to sponsor the Grade 8 Academic Excellence Award this year. Congratulations to this years winner:

Simon Harman

Simon is a diligent, conscientious student who always puts his full effort into everything that he does, including his academics.

Congratulations Simon!



Council would like to thank everyone who helped make the **Strawberry Supper** a great success! You helped raise \$5,830 for the North

Dufferin Community Centre!



Citizen of the Year

Mayor Janet Horner recently presented **Carl Alexander** with the Citizen of the year award.

Carl is being recognized for his work with the Bruce Trail Association when two years ago they set out to get rid of off roaders and litter at the Pine River Fishing Area. Carl would like to thank Tom Taylor and Bryan Cornfield for their help as well, and remarks that seeing people enjoy the area makes all his work worthwhile.

Congratulations Carl!

AUTHORS IN THE HILLS OF MULMUR

The Perfect Recipe

SUNDAY, AUGUST 21ST | 1:00 PM | THE FOLEY BARN, MULMUR






TICKETS: \$35
AVAILABLE AT
BOOKLORE,
SHELburne PUBLIC
LIBRARY, & THE
TOWNSHIP OF MULMUR



www.mulmur.ca

Township of Mulmur | 758070 2nd Line East, Mulmur, L9V 0G8 Canada

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Monthly News & Updates

August 2022 | 08





Calling all Trades & Home Services!

The Township of Mulmur is producing an economic development video, highlighting Mulmur businesses offering services, such as Electricians, Plumbers, Heating and Air Conditioning, Roofers, Tree Services, General Contractors, Landscapers, Snow Removal, Fencers etc.

Would you like your business to be featured?

Let us know!

Asset Management Plan

The new Asset Management Plan was approved by Council.

The Township's Asset Management Plan is a first step in establishing an overall municipal infrastructure strategy. This "living document" is intended to be used as a guide for municipal infrastructure investment.

For more information or to see the plan, visit our website.

Visit our Website

Nomination deadline is August 19th @2pm

If you are interested in running for Council **click here** or contact the Township Office to pick up your copy of the 2022 Municipal Candidate Package.

For more information please contact us at:
705-466-3341 ext. 223.

NEXT COUNCIL MEETING:

9:00

Wednesday
September 7, 2022



**TAXES ARE DUE
AUGUST 24**

— MARK YOUR
CALENDAR —



Best Burger Contest

Drum roll please.....and the winner of Mulmur's Best Burger Contest is...

Burger Bus, Mansfield!

Mayor Janet Horner was thrilled to present a certificate to owners Brenda and Albert at the August Council meeting. Congratulations and thank you to all the participants for giving us great places to eat in our community. Just another reason to be proud of Mulmur!

We would also like to thank everyone who tried one of the participating restaurants and voted.

The winner of the \$100 Gift Card to Burger Bus is **Shannon Wright!**

Welcome Mulmur's Newest

Councillor

Mulmur's newest Council member, Andrew Cunningham took the Oath of Office at the August 3, 2022 Council meeting.

Andrew is a proud Mulmur resident of almost 10 years where he resides with his wife and three children.

Andrew holds a BA in Economics and has worked in the logistics field, where he attributes his knowledge of environmental and fiscal responsibility. Andrew envisions the tremendous potential of a future Mulmur that balances growth with its responsibilities and commitment to inclusivity and acceptance for all.

He is an active volunteer with the Rosemont Fire Department since 2016 and enjoys volunteering in his children's school and sports leagues. Welcome Andrew!



Rosemont Fire Department New Recruit Graduation

Congratulations to the recent graduates and members of the Rosemont Fire Department:

- Jake Brown
- Kim Butler
- Erol Bulkan-Gnirss
- Pete Chappel
- Cameron Dwyer
- Anthony Felice
- Mitch Mobbs
- Dave North

Thank you for volunteering to serve your community!



Public Meeting and Open House

The Township will be holding a public meeting and open house for a proposed zoning by-law amendment and updated official plan.

The Open House will be held in person at the Township Office, (lower level) in Terra Nova on

**Saturday, Sept. 24, 2022
10:00am – 11:30am**

The statutory public meeting will be held in person and electronically

September 7, 2022 9:00am

For more information:

More Info





Canine Control

Olympus Dog Training is now called **AgapiK9**. They are still providing the same quality service to Mulmur.

Contact:
519-942-1508
info@agapik9.com
www.agapik9.com

HAZARDOUS & ELECTRONIC WASTE EVENT

Wednesday, August 24, 2022

4pm - 8pm

**Orangeville Fairgrounds
247090 5 Sideroad, Mono**



Farmer cost-sharing for the Climate Emergency!

The Ontario Soil and Crop Improvement Association (OSCIA) is delivering the new On-Farm Climate Action Fund (OFCAF) to Ontario farmers.

Practices that will be supported under the program include in-field nitrogen management, cover cropping practices, and establishing or expanding rotational grazing systems.

Planting new acres of cover crops, or leaving a cover crop over winter where it has always been terminated in the fall.

Setting up permanent perimeter and cross-fencing, to establish new rotational grazing systems (fencing for silvopasture system can be an eligible expense)
Trying nitrogen stabilizers or in-field biological inoculants for the first time.

Cost-share is available at 65% of approved project costs. Applications can be sent starting **August 3, 2022** and will close at **11:59 PM ET on August 17, 2022**

[Read more](#)

Deadline for applications for the Joint Compliance Audit Committee is August 12

Dufferin County is seeking members for a recently established Joint Compliance Audit Committee as per the Municipal Elections Act, Section 88.37.

The Committee is responsible for reviewing compliance audit applications submitted by an elector who believes on reasonable grounds that a candidate or third-party advertiser has contravened the provisions of the Municipal Elections Act relating to campaign or advertising finances.

The Committee will be responsible for reviewing applications for all eight Dufferin municipalities. Applications should be forwarded to info@dufferincounty.ca by **August 12, 2022**.

To view the complete Terms of Reference and the application, please visit the Dufferin County website.

[Read more](#)





JOIN US FOR OUR
**SUMMER READING
FINALE PARTY ON**
FRIDAY, AUGUST 19TH!

Winners of our summer reading programs will be announced, followed by a performance by our favourite magician, Bumblin' Bert!

Sign up for our eNewsletter here to stay up-to-date with events at YOUR Library.

WWW.SHELBURNELIBRARY.CA/ENEWS.HTML

AUTHORS IN THE HILLS OF MULMUR

The Perfect Recipe

SUNDAY, AUGUST 21ST | 1:00 PM | THE FOLEY BARN, MULMUR



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SUMMER NEWSLETTER

Official Newsletter of the Township of Mulmur



2022 Municipal Election

The municipal election will be held Monday, October 24, 2022. Please visit VoterLookUp.ca to register to vote and ensure all of your information is up to date.

How to Vote

Voting in the 2022 Municipal Election will be done by telephone and online voting. You will receive a Voter Instruction Letter that will have your PIN and instructions on how to vote online or by phone. The voting period will be from 10 am on **Friday, October 14, 2022 until 8 pm on Monday, October 24, 2022.**

A Voter Help Centre will be established at the Township Administration Office to assist electors with the online & telephone voting process or other general election inquiries.

The Voter Help Centre will be available on the following dates and times:

- Friday, October 14, 2022 from 10:00am to 4:30pm
- October 17 to October 21, 2022 from 8:30am to 4:30pm
- Monday, October 24, 2022 (Voting Day) from 8:30 am to 8:00 pm



CANINE CONTROL

AgapiK9 Inc: (519) 942-1508

COUNTY OF DUFFERIN

Building Department: (519) 941-2362

Museum & Forest: (877) 941-7787

Waste Services: (519) 941-2816 ext. 2620

Missed Garbage Collections GFL:

(888) 941-3345 ext. 1 dufferin@gflenv.com

OTHER NUMBERS

Municipal Property Assessment

Corporation (MPAC): (866) 296-6722

Niagara Escarpment Commission (NEC):

(905) 877-5191

Nottawasaga Valley Conservation Authority

(NVCA): (705) 424-1479

POLICE

For non-urgent matters call 1-888-310-1122

Online reporting:

<https://www.opp.ca>



Calling all Trades & Home Services!

The Township of Mulmur is producing an economic development Video. We are looking to highlight businesses offering services, such as Electricians, Plumbers, Heating and Air conditioning, Roofers, Tree services, General contractors, Landscapers, Snow removal, Fencers Etc

Would you like your business to be featured?

Let us know!



TOWNSHIP OF MULMUR
758070 2ND LINE EAST, MULMUR, ON L9V 0G8
705-466-3341 / INFO@MULMUR.CA / WWW.MULMUR.CA



Your Tax Bill

Your final property tax bill is the second of two regular tax bills sent in 2022.

Refer to <https://mulmur.ca/live/property-taxes> for information on tax rates, fees charged for services or more information on how your taxes are calculated.

Who decides how much I pay?

The Municipal Property Assessment Corporation is responsible for assessing all property values in Mulmur, which is then provided to the Township to calculate property and education taxes. To learn more about your assessment call MPAC at 1-866-296-6722 or visit mpac.ca.

Penalty & Interest

Penalty and interest is applied at the rate of 1.25% per month on all outstanding amounts. Please ensure all online payments are made at least 3-5 days before they are due to avoid any penalty and interest. Charges are levied under authority of the Municipal Act.

E Billing

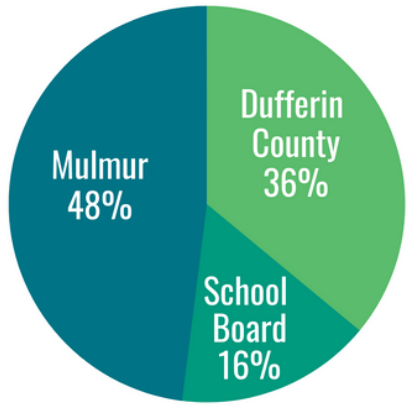
Sign-Up for E-Billing Go paperless and receive all your tax bills via email. All forms can be found on www.mulmur.ca/LIVE/Property Tax.

2022 Final Tax Due Dates:

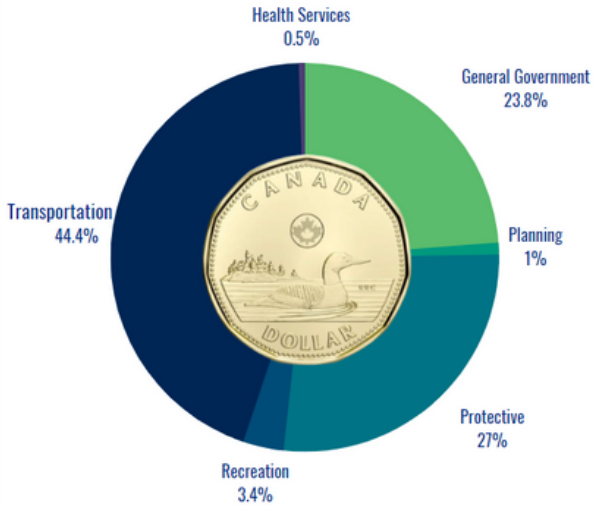
- August 24, 2022
- October 26, 2022



% Share of Tax Levies



Operating Expenditures



How are Property Taxes Calculated?

