

Minutes

Joint Municipal Services Committee

April 16, 2026

Present: Councillor Ian Boddy, Councillor Warren Dickert , Councillor Shirley Keaveney, Councillor Terry McKay, Councillor Grant Pringle

Staff Present: Randy Scherzer, CAO, Niall Loble, Deputy CAO, Robert Hatten, Communications Manager, Kayla Rier, Executive Advisor, Katrina Peredun, Communications Officer, Tara Warder, Clerk, Brittany Rier, Deputy Clerk

1. Call to Order

The Joint Municipal Services Committee met at the Grey County Administration Building on the above date. The Chair called the meeting to order at 2:02 p.m. with all members present.

2. Declaration of Interest

There were no declarations of interest.

3. Delegations

There were no delegations.

4. Items for Direction or Discussion

4.a CAOR-JMS-10-26 Single Source Purchase of Digital Engagement Platform

Mike McInerney provided a demo on the Social Point engagement platform. He noted that the platform is simple for staff to run in the background where community members have the ability to engage. The platform has the ability to filter and moderate topics and comments through AI which can be shaped around the County's terms of use.

The platform has a multitude of capabilities including a question-and-answer section that can engage staff; staff can then respond directly to a question or concern publicly or privately. The platform helps to engage

both the County and lower-tiers through one channel which is one of the main purposes of the platform while helping to inform the community on upcoming projects while receiving their feedback.

Mr. McInerney noted that the platform can be used as an extension of the website, and can be molded based on how each member municipality would like to use it. Staff noted that the mapping tool, event promotions and surveys are some of the ways the County would like to implement the platform. The platform has tracking tools that help to summarize results which in-turn can help streamline information brought back to Council. Tracking can be used to show engagement, areas of interest and concern while honing in on demographics if needed.

The Committee discussed accessibility of the platform where Mr. McInerney confirmed the platform has an accessibility widget that can be added to help community members meet their accessibility needs.

The Committee discussed how staff will get the word out on the tool. Staff noted that there would need to be a marketing and communication plan to launch the site using current channels. Funds from the 2026 advertising budget would be used to increase public awareness.

The Committee expressed the value and opportunity for a centralized platform and noted the potential not only with collaboration and awareness across the community, but amongst the nine member municipalities.

JMSC03-26

Moved by: Councillor Keaveney

Seconded by: Councillor Dickert

Whereas Grey County and its member municipalities increasingly use a variety of engagement tools to inform service delivery, support decision making and to provide information to their Councils; and,

Whereas striving to increase equitable access to information and opportunities to influence public services is essential in providing open and transparent governance; and,

Whereas emerging technology provides innovative means of engaging with residents and communities in enhanced ways that reduce barriers and increase opportunities; and,

Whereas the Joint Municipal Services Committee has sought to identify opportunities, aligned with the Strategic Plan, Working Better Together, to maximize effective shared use of resources and that

Social Point has extended beneficial rates for a potential enterprise engagement solution; it is therefore recommended,

That report CAOR-JMS-10-26 regarding the single source purchase of the Social Point engagement platform be received; and

That Grey County move forward with the purchase of the Social Point digital engagement platform in-year in 2026; and

That the purchase be funded from the one-time general reserve and the annual renewal be included in the 2027 communications operating budget.

Carried

5. Correspondence

There was no correspondence.

6. Other Business

The Committee discussed the announcement from the office of Paul Vickers today in regards to increased funding for primary care access in the region.

The Committee discussed the introduction of the Better Regional Governance Act and how it will affect municipalities across Ontario.

7. Next Meeting Date

Monday, June 22, 2026, at 2:00 p.m.

8. Adjournment

On motion of Councillors Pringle and McKay, the Joint Municipal Services Committee adjourned at 3:04 p.m. to the call of the Chair.