

## Lord Mayor's Message to NOTL ~ 20 May 09

The Virgil Stampede on the weekend was a great success thanks to all the hard work and commitment by the Virgil Business Association and the volunteers!

This is just another example of our community working together for everyone's benefit.

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Some of the lessons learned from the second question of the "com·mú·ni·cá·tion Report Card" have already been put into effect. Respondents seem to have a strong preference for getting information in print form.

### Question #2:

**"Please rate the following ways of learning what's happening at NOTL Council:"**

For news articles and public notices, you told us you look in *The Niagara Advance* and *The Town Crier*. We used this information to increase advertising on major issues to both papers. Many respondents said they read the Lord Mayor's column in *The Advance* for news about NOTL.

At the time of the survey, I hadn't written a column in a couple of years. The Communications Committee felt I should get the Lord Mayor's Message up and running as soon as possible. I'd like to thank Penny Coles at *The Advance* and Mike Williscraft at *The Town Crier* for making this space available to communicate with you.

*NOTL News* is also a popular source of information.

*The Niagara Advance* was rated well above *The Town Crier* as a source of information on NOTL.

Almost half of the respondents felt the *Community Awareness* was a good source of current information. It certainly is when you're looking for information on any of the organizations and activities happening in Town.

Some of you took the time to scribble notes in the margins of the survey. This was especially helpful when we saw the number who wrote to say they don't watch Council meetings on Cogeco because they don't have cable.

There was a positive response to the Town web site as a good source of information but we learned it needed to be updated more frequently. We began working on this some months ago to make it more accessible and relevant.

If we had to put what we learned into one sentence, it would seem the respondents prefer receiving their information in print, in probably 500 words or less, which has not been edited by staff, and has the convenience of being delivered to them.

Some of the comments we received to this question are:

“All departments should be required to produce a quarterly report to council (that tells the truth!) that should be posted on the website and when it is, an e-mail should be sent to all who have provided an e-mail address. It should be downloadable in .pdf format. The council should do the same.”

“What column in newspaper? What open houses? Rarely find *NOTL News!*”

“Perhaps a “what’s new” section on the web site about important upcoming issues or zoning concerns would be beneficial.”

If you’d like to see the results, please go to [www.notl.org](http://www.notl.org)

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At press time, we’re still trying to contact the winner of the draw of the \$50 gift certificate to The Old Winery Restaurant.