



Agenda

Community Communications Advisory Committee

Meeting Date: April 29, 2019
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: Tim Hendry, Communications & Economic Development Coordinator

A. Call to Order

- **Approval of Agenda**

Recommended (Moved by, Seconded by)

THAT the Agenda of April 29, 2019 be approved as circulated, including any additions to the Agenda.

- **Previous Minutes (March 18, 2019)**

Recommended (Moved by, Seconded by)

THAT the Minutes of March 18, 2019 be approved as circulated, including any revisions to be made.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2018-20, Community Communications Advisory Committee Members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

B. Deputations / Presentations

None

C. New and Unfinished Business

C.1 Meeting Schedule

C.2 Terms of Reference Review

- C.3 Discussion of Key Communications Priorities – Communications & Economic Development Coordinator Tim Hendry
 - a) Public engagement software
 - b) Review of newspaper contract and newspaper communication standard
 - c) Opportunities to advertise on local radio
 - d) TV screens in town facilities
 - e) Opportunities in social media
 - f) Community newsletter and community guide review
 - g) Information 101 workshops
 - h) Town e-blast promotional campaign

- C.4 Review of the Role of Digital Operations in TBM's Communications Strategy and Activities – John Milne
 - a) Number of emails
 - b) Duplicates per household
 - c) Means of engagement for households without emails
 - d) Open Rates
 - e) Full-time vs. part-time residents
 - f) How do we get more: tactics; goals
 - g) CASL compliance considerations; Right opinion from right place?
 - h) Best Practices to follow?
 - i) Integration of emails with other TBM operations; e.g., Library
 - j) Website Analytics
 - a. What's monitored?
 - b. By whom?
 - c. How acted upon?
 - k) How to leverage all digital activities to maintain ongoing dialogue with homeowners/residents?
 - l) How many audiences are we trying to engage?
 - a. Homeowner/tax payer
 - b. Residents
 - c. Defined by age?
 - d. Full-time/part-time residents
 - e. Other?

- C.5 Discussion regarding Public Access to Town staff – Jacqui Morrison

- C.6 IAP2 Public Participation Spectrum – Deputy Mayor Odette Bartnicki

- C.7 Town Policies and Legislation Acknowledgement

D. Public Comment Period

D.1 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2018-20 fifteen minutes is allotted at the Meeting to receive public comments regarding Community Communications Advisory Committee matters. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation or potential litigation matters that are a follow-up to a Public Meeting.

E. Upcoming Meeting Dates

The next meeting date will take place Date, Time in Council Chambers at Town Hall.

F. Adjournment

Recommended (Moved by, Seconded by)

THAT the Community Communications Advisory Committee does now adjourn at (TIME) a.m. to meet again (DATE) or at the call of the Chair, Carried.