The Town of The Blue Mountains Community Communications Advisory Committee Sub-Committee Report:

*Building the Town’s Email Distribution List*

*May 27, 2019*
Agenda

1. Mandate
2. Achieving the Mandate
3. E-mail Address Sources
4. Sample Letter
5. CASL Compliance
6. Considerations
7. Recommendation
8. Next Steps
Mandate

✓ As per the motion passed at the April 27, 2019 meeting of The Town of The Blue Mountains Community Communications Advisory Committee:

A sub-committee be struck to investigate how we may increase our e-mail subscription rate for the Town of The Blue Mountains
Achieving the Mandate

✓ Engage residents with requests for their email addresses, by
  ➢ Direct Mail
  ➢ Paid advertisements in Local Media (e.g., *The Review, Thornbury Paper, Collingwood Today, Meaford Express*, Radio)
  ➢ Seek participation of local clubs, associations, community services, etc.
  ➢ Call to action on Town website Home Page
E-mail Address Sources

✓ Golf Clubs
✓ Churches
✓ Ski Clubs
✓ Citizens’ Forum
✓ Blue Mountain Ratepayers Association
✓ Chamber of Commerce
✓ Business Improvement Association
✓ Art Groups
✓ TBM CCAC Newsletter
✓ Notice on Chamber of Commerce sign ($80/mth)
✓ Sign-up cards throughout Town Hall
✓ Encourage local merchants & bars to include a link to registration form on their websites

✓ Schools
✓ Encourage sign-up with Posters throughout TBM
✓ Real Estate Companies
✓ Merchants
✓ “Table at Foodland”
✓ Digital sign at Foodland
✓ Beaver Valley Outreach
✓ Thornbury Yacht Club
✓ Library
✓ Agricultural Groups
✓ Blue Mountain Village Association
✓ Current & past TBM e-mail address lists (pending legal review)

**What are the other sources to consider?**
Sample Letter

✓ Staff to be directed to draft letter along the following lines:

   Dear resident:
   I am writing to encourage you to sign up today for the TBM email updates. The town writes and deploys emails on a wide variety of subjects of local importance. In order to stay abreast of local news and points of interest, I encourage you to sign up today.
   Etc.,

✓ Points of reference in the letter to include:
   ➢ Committed to building an informed and engaged community
   ➢ Committed to ensuring ongoing dialogue between you and your elected representatives
   ➢ Ensuring best-of-class communications practices
   ➢ Keep the commitment made to you during the 2018 campaign
   ➢ Ensure that all communications are compliant with permission-based, anti-spam legislation
   ➢ Ensure that TBM is respecting the environment by minimizing its reliance on print communications

✓ Letter to go out over the Mayor’s signature
CASL Compliance

✓ Review sub-committee proposals against letter from TBM Lawyer Harold Elston

✓ Ensure that the Community Communications Advisory Committee has access to legal advice with experience in the field of Municipal Electronic Communications
Considerations

✓ Employ incentives against all efforts
  ➢ Dinner with the Mayor
  ➢ Dinner with Council Members
  ➢ Gift Certificates for local restaurants/merchants
  ➢ Copies of regional documents of current interest; e.g., Official Plan, Library Strategic Plan, etc.
Recommendation

✓ Deploy a postcard mailer with Call for Action Letter as outlined above
✓ Distribute through Canada Post to the 5,600 full-time residents as determined by current Town practices
✓ Estimated cost: $5,000 per mailing
✓ Print enough cards for three consecutive monthly mailings & distribution at local merchants, restaurants, etc.
Next Steps

✓ Council vote to approve CCAC Terms of Reference
✓ Introduce Motion to move forward with postcard mailer
✓ Flesh out list of e-mail address sources
✓ Complete “Letter of Engagement” & deploy
✓ Review CCAC Newsletter option
✓ Review “bought media” options
✓ Ensure that the CACC is actively pursuing the objectives outlined in its Terms of Reference in a timely manner