Minutes

Community Communications Advisory Committee

Meeting Date: **April 29, 2019**
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: **Sarah Merrifield – Administrative Assistant – Clerks & Community Services**

A.   Call to Order

Andres Paara called the meeting to order at 9:00 a.m.

Also in attendance were Community Communications Advisory Committee members Councillor Peter Bordignon, Deputy Mayor Odette Bartnicki, Lyn Logan, Jacqui Morrison, John Milne, and Paula Hope.

Town staff in attendance were Interim Chief Administrative Officer Shawn Everitt and Communications and Economic Development Coordinator Tim Hendry.

▪   **Approval of Agenda**

Moved by: Odette Bartnicki   Seconded by: Lyn Logan

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

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

Moved by: John Milne   Seconded by: Paula Hope

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

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.

None

B.   Deputations / Presentations

None

C.   New and Unfinished Business

C.1   Meeting Schedule

The group determined the next regularly scheduled Community Communications Advisory Committee ("CCAC") will be held May 27, 2019 at 9:00 a.m. due to the May long weekend. As of June 2019, the CCAC will adhere to its usual meeting schedule, being the third Monday of the month at 9:00 a.m.

C.2   Terms of Reference Review

Lyn Logan noted she has revised the existing CCAC Terms of Reference document to remove duplication. Copies of her revisions were provided to CCAC members. Deputy Mayor Bartnicki noted there is an updated Terms of Reference template that includes reference to Policies and Legislation that Committee members should be aware of. Deputy Mayor Bartnicki noted the revised Terms of Reference should be on the updated template. John Milne commented there should be reference to flexibility in the mandate and noted the importance of referencing the Town's Procedural By-law. Further, John noted the third bullet point under "Mandate", being "Learn about all policy and advocacy work of the Community Communications Advisory Committee to ensure maximum effectiveness" is unclear.

The group agreed the "Purpose" statement should include reference to the CCAC functioning as a "listening piece" for stakeholders, Town staff and Council and noted the need to include reference to the creation of a Strategic Communications Strategy. The first bullet point under "Mandate" will be revised to include reference to members of the public. The group agreed that the more flexible the Terms of Reference is, the better.

Administrative Assistant Sarah Merrifield confirmed she will take all recommended revisions and apply them to the update template. The revised Terms of Reference document will be provided for review and approval at the next regularly scheduled CCAC meeting. Interim CAO Shawn Everitt noted that any changes require final approval from Council.

C.3   Discussion of Key Communications Priorities – Communications & Economic Development Coordinator Tim Hendry

Communications and Economic Development Coordinator Tim Hendry advised the CCAC he would like to open discussion regarding key communications priorities, as outlined through items a-h below. Tim noted the goal is to determine which priorities the CCAC wishes to undertake.

a) Public engagement software

Regarding public engagement software, Tim noted that other municipalities offer residents and stakeholders a website platform to have open and informed discussion regarding a variety of Town matters. This engagement style offers a focal point for conversation. Tim confirmed that conversations are moderated in terms of profanity by the company supplying the software. Tim advised he will forward links to the public engagement software platforms being used by other municipalities for the CCAC's information. Jacqui Morrison advised that the CCAC will also have to consider methods of public engagement on a non-digital platform.

b) Review of newspaper contract and newspaper communication standard

Tim noted the CCAC should review the existing newspaper communications and determine if any changes are needed.

c) Opportunities to advertise on local radio

Tim confirmed radio advertisements are new for the Town and sought the CCAC's input.

d) TV screens in town facilities

Tim questioned if it would be beneficial to install television screens at the Beaver Valley Community Centre and The Blue Mountains Public Library for communications purposes.

e) Opportunities in social media

Tim noted the CCAC needs to consider which social media platforms the Town participates in.

f) Community newsletter and community guide review

Tim commented that the original intent of the Community Guide was to release a biannual edition. Staff are now considering an annual Community Guide release with a supplementary recreation guide, or community directory guide, or similar.

g) Information 101 workshops

Tim explained that staff is considering hosting a number of "101 workshops". Topics could potentially range from a "Cemetery Purchase 101" to a "Development Process 101". Tim advised that input from the CCAC regarding potential workshop topics would be appreciated.

h) Town e-blast promotional campaign

Tim advised that the Town could consider launching an "e-blast subscription promotional campaign" to grow the list of subscribers to Town news.

Moved by: Peter Bordignon   Seconded by: John Milne

THAT the Community Communications Advisory Committee direct staff to engage the Association of Municipalities of Ontario and the Federation of Canadian Municipalities to secure best practices and legal parameters regarding email address gathering and the sending of emails by the Town to its residents, specifically as it relates to "Canadian Anti-Spam Legislation" and communication for commercial purposes, Carried.

Moved by: Odette Bartnicki   Seconded by: John Milne

THAT the Community Communications Advisory Committee establish a subcommittee consisting of Paula Hope, Lyn Logan, and John Milne for the purposes of investigating methods by which the Town can increase its email subscription rate;

AND THAT the subcommittee report its findings back to the Committee, Carried.

Moved by: Peter Bordignon   Seconded by: Paula Hope

THAT the Community Communications Advisory Committee direct staff to provide a follow-up staff report including estimated budget for the various communications strategies identified in C.3 Discussion of Key Communications Priorities Items a-h for Committee consideration, Carried.

C.4   Review of the Role of Digital Operations in TBM's Communications Strategy and Activities – John Milne

John noted the role of digital operations in the Town's Communications Strategy and Activities is critically important. The group discussed the items listed below.

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?

Regarding website analytics, Tim noted that the Town does have google analytics information available for the website that may assist the CCAC in determining the communications priorities to focus on.

Moved by: John Milne   Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee directs staff to bring back a report with a high-level overview of the Town's website analytics to the next regularly scheduled Committee meeting, Carried.

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

Jacqui noted concern over how members of the public contact Town staff. She advised that her email address was blocked from the Town server. In discussing with Town IT staff, Jacqui was advised her email had been blocked because it appeared to be generated from an area in the world normally blocked by the Town's spam filters. Jacqui commented these experiences may create an accessibility barrier.

Tim explained that IT staff try to protect the Town's database which involves blocking emails that are generated in areas of the world where spam email is common. Tim noted that the contact forms on the website offer an alternate approach to contacting Town staff.

Moved by: Odette Bartnicki   Seconded by: Paula Hope

THAT the Community Communications Advisory Committee direct staff to invite the Town's Manager of IT Services to the next regularly scheduled Committee meeting to discuss website and email security measures, Carried.

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

Deputy Mayor Bartnicki advised that IAP2 Public Participation Spectrum is a certification tool used by municipalities aimed to increase level of public impact for public participation. Odette noted that once the CCAC receives website analytics information from Tim, the Committee may be in a position to utilize the IAP2 framework.

C.7   Town Policies and Legislation Acknowledgement

Administrative Assistant Sarah Merrifield noted that digital copies of relevant Town policies and legislation were provided to CCAC members. Policies and legislation included: POL.COR.07.07 Code of Conduct for Members of Council and Local Boards, POL.COR.17.04 Accessibility Standards for Customer Service, POL.COR.18.04 Protocol Policy for Complaints Related to Council Members and Local Boards, POL.COR.18.08 Workplace Violence and Harassment, POL.COR.18.10 Social Media Policy, Accessibility for Ontarians with Disabilities Act, 2005, Municipal Conflict of Interest Act, 1990, Municipal Freedom of Information and Protection of Privacy Act, 1990, and Municipal Act, 2001.

Sarah noted a training session will be scheduled for June 2019 to review relevant materials and will be provided to all Committee of Council members. The CCAC agreed to review the materials provided and sign acknowledgement of receipt at the next regularly scheduled meeting.

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.

D.1.1   Dr. Sabrina Saunders, Library Chief Executive Officer

Dr. Sabrina Saunders, Library Chief Executive Officer noted that Tim's suggestion for a television at The Blue Mountains Public Library has been discussed, and further advised that the library supports the proposed initiative. Sabrina advised CCAC members that the library is considering establishing a "Municipal Corner" which will provide copies of publicly-available municipal documents including by-laws, and other corporate documents. Sabrina confirmed that the library email subscription listing is separate from the Town's, advising that the Town may advertise its subscription opportunity in the Library Newsletter, provided there is space availability. Sabrina confirmed she is happy to be working with Tim, and the CCAC, to address communication needs while ensuring there is no duplication of efforts.

E.   Upcoming Meeting Dates

The next meeting date will take place May 27, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

F.   Adjournment

Moved by: Odette Bartnicki   Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee does now adjourn at 10:39 a.m. to meet again May 27, 2019 or at the call of the Chair, Carried.