



# Agenda

## Community Communications Advisory Committee

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**Meeting Date:** June 17, 2019 REVISED

**Meeting Time:** 9:00 a.m. – 11:00 a.m.

**Location:** Council Chambers

**Prepared by:** Sarah Merrifield Executive Assistant Committees of Council

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### A. Call to Order

- **Approval of Agenda**

**Recommended** (Move, second)

THAT the Agenda of June 17, 2019 be approved as circulated, including any additions to the Agenda.

**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.

- **Previous Minutes (May 27, 2019)**

**Recommended** (Move, second)

THAT the Minutes of May 27, 2019 be approved as circulated, including any revisions to be made.

### B. Deputations / Presentations

None

### C. Staff Reports

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#### C.1 Communication Strategy Funding Information, FAF.19.102

**Recommended** (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.102 entitled "Communication Strategy Funding Information" for information purposes.

## **C.2 Canadian Anti-Spam Legislation Update, FAF.19.107**

**Recommended** (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.107, entitled “Canadian Anti-Spam Legislation Update” for information.

## **C.3 Website Analytics Benchmark, FAF.19.108**

**Recommended** (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.108, entitled “Website Analytics Benchmark” for information;

AND THAT the Community Communications Advisory Committee approves the website analytics and benchmark reporting format as presented within this report;

AND THAT the Community Communications Advisory Committee directs staff to provide a quarterly report on the [www.thebluemountains.ca](http://www.thebluemountains.ca) website analytics.

## **D. New and Unfinished Business**

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**D.1 Follow-up regarding a Sub-Committee following the direction at the May 27, 2019 CCAC Meeting, including consideration of a Working Group**

**D.2 Communications Strategy Update**

**D.3 Follow-up regarding Public Engagement Software Request for Proposal Funding Source**

**D.4 Council Meeting at Blue Mountain Resort**

**D.5 Corporate Media Relations Policy**

**D.6 Town Policies and Legislation Acknowledgement**

## **E. Public Comment Period**

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**E.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.

## **F. Upcoming Meeting Dates**

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The next meeting date will take place July 15, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

## **G. Adjournment**

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**Recommended** (Move, second)

THAT the Community Communications Advisory Committee does now adjourn at (TIME) a.m. to meet again July 15, 2019 or at the call of the Chair.