The Town of The Blue Mountains
Community Communications Advisory Committee
Working Group Report:
*Identifying Town Communications Priorities*

*July 15, 2019*
In an effort to cultivate a positive community-wide culture of engagement, the working group comprised of Paula Hope, Lyn Logan and John Milne met on July 2, 2019, with three members of our community: Liz Ardiel, Jim Torrance and Paul Williams.

AGENDA:

1) Mandate - To identify Town communications priorities.
2) What does the Town of The Blue mountains mean to you?
3) Consider a new Vision Statement.
4) What are the top three things you rely on the Town for?
5) What do you think the Town’s communications efforts should be focussing on?
What does the Town of The Blue Mountains mean to you?

- Everyone’s happy place
- Wonderful sense of community
- Away with proximity
- 4 Seasons
- Peaceful atmosphere
- Beautiful, easy pace
The Vision Statement describes a picture for the future; a sense of what makes the Town of The Blue Mountains special and unique. It represents a significant challenge and will require the Town to make a focused and direct effort to achieve. The Vision should stimulate leadership activity, commitment and participation beyond the Town’s current leadership.

- **THE TOWN OF THE BLUE MOUNTAINS** – Encompassing the best of Ontario experiences. A complete community designed to last, where opportunities abound.
Consider a New Vision Statement that embraces the following principles:

- Sense of belonging
- Nurture small town feeling
- Respect the quality of life
- Preserve access to nature
“In 2018, Senior Management utilized the services of a Graphic Facilitator to complete a workshop with staff to help Senior Management and Council understand what our team of Town staff believed to be important for the Corporation and the Community.”

Corporate Strategic Plan Process Overview, July 3, 2019, FAF.19.119

**GRAPHIC FACILITATION SESSION**

In the process of preparing the New Vision Statement, consider exploring a similar initiative for the CCAC, to “cultivate a positive culture of engagement and dialogue among our residents”.

CCAC Terms of Reference
Top three things you rely on the town for:

**Water management**
- Fresh water
- Storm water
- Waste water
- Grave concerns about Clarksburg water

**Effective operations & budget control**
- Appropriate staffing levels
- Garbage/landfill planning
- Street maintenance & snow removal
- Community Recreation Centre expansion
- Working relationships with other levels of governments to maximize opportunities

**Responsible management of growth**
- Managing & expanding outdoor areas
- Useful and effective Communications summaries
- More public beaches
- Keeping residents informed of planning and development projects
- Transportation system management

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What do you think the Town’s communications efforts should focus on?

- Town communications should be aligned to its communities.
- A newsletter is the best tool for meaningful engagement with our community. Start off with a paper copy, with a goal towards full electronic distribution once database of e-mail addresses is achieved.
- More organized resources and funding assigned to communications.
- Define communication objectives, tools chosen accordingly.
- More group strategy sessions.

Define All Target Markets and Their Characteristics
In achieving our mandate, we have identified the following Communications priorities:

1) Research target audiences and their characteristics.

2) Allocate more funding and organized resources to Communications. e.g. research, newsletter, preparation of the new Vision Statement.

3) Create a meaningful Vision Statement for the TOBM which reflects the passion that the community feels. Explore conducting a Graphic Facilitation session with members of our community. Consider incorporating the New Vision Statement in all Town communications.

4) Conduct more working group sessions with members of our community.