



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: September 16, 2019
Report Number: FAF.19.128
Subject: Committees of Council Webpage Configuration and Customization
Prepared by: Tim Hendry, Communications and Economic Development Coordinator

A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.128, entitled "Committees of Council Webpage Configuration and Customization" for information purposes.

B. Overview

This report provides information to the Community Communications Advisory Committee ("Committee") regarding Committees of Council webpage configuration and customization following discussion at the June 17, 2019 Committee meeting.

C. Background

At the June 17, 2019 Committee meeting, the Committee requested additional information regarding potential customization of the Committees of Council webpages to ensure the content is relevant to Committee matters.

D. Analysis

The Committee of Council webpages are set up to include content detail that is consistent across the various Committees of Council. Committee member names, Terms of Reference material, relevant legislation, Committee updates, and Committee meeting materials are available on the Committees of Council webpages. A consistent layout of all Committee pages aids the user in finding relevant Committee information in a predictable manner. The Committee pages are linked to the Council Calendar so that Committee agenda packages are populated. Committee pages can also include in-text links, contacts, and documents.

If there is specific information the Community Communications Advisory Committee wishes to have included on its webpage, the Committee can request staff to add additional information by putting a formal request to the Town's Website Committee. The general layout of the page cannot change, whereby content is shown in the middle of the page, with documents and links on the right-hand side, and additional navigation is along the left-hand side.

Any requested material must conform to the style guide outlined in POL.ADM.18.01 Website Management and Governance Policy, as amended from time-to-time. The referenced policy is administrative in nature, and approved by the Town's Senior Management Team. The Policy's Purpose is to "ensure that the contents of the Town website are kept in a secure, professional and consistent manner". It outlines specific legislative, stylistic, and design parameters the website must conform to. The Town's Website Committee, consisting of Department Administrative Assistants, the Communications and Economic Development Coordinator, and the Manager of Information Technology, routinely review content, documents, links, etc. to ensure conformance to the Policy.

A snapshot of the Community Communications Advisory Committee webpage is provided for aesthetic context as Attachment 1.

E. The Blue Mountains Strategic Plan

- Goal #2: Engage Our Communities & Partners
- Objective #1 Improve External Communication with our Constituents
- Objective #2 Use Technology to Advance Engagement

- Goal #4: Promote a Culture of Organizational & Operational Excellence
- Objective #2 Improve Internal Communications Across our Organization
- Objective #3 To Consistently Deliver Excellent Customer Service
- Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

N/A

G. Financial Impact

Currently the only cost to make alterations to webpages is the staff time required to make that change. As change requests come in the staff time it takes to make that change will be recorded and billed back to the requesting Committee. The cost of that time staff will then be funded from the Committee's annual budget.

H. In consultation with

Liz Saunders, Administrative Assistant Community Services and Website Committee lead

Sam Dinsmore, Deputy Treasurer/Manager of Accounting and Budgets

Corrina Giles, Town Clerk

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, communications@thebluemountains.ca.

J. Attached


1. Snapshot of Community Communications Advisory Committee webpage

Respectfully Submitted,

Tim Hendry
Communications and Economic Development Coordinator

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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Committees of Council

- Abandoned Orchard Advisory Committee
- Agricultural Advisory Committee
- CAO Hiring Sub-Committee of Council
- Code of Conduct Review Committee
- Committee of Adjustment
- Communications Advisory Committee**
- Council Compensation Review Committee
- Economic Development Advisory Committee
- Fence Viewer Committee
- Grants and Donations Committee
- Joint Municipal Physician Recruitment and Ret
- Museum Advisory Committee
- Other Boards & Committees
- Police Services Board
- Property Standards Committee
- Public Art Committee
- Sign By-law Review Committee
- Sustainability Committee
- The Blue Mountains Attainable Housing

Communications Advisory Committee

Communications Advisory Committee Page

The Blue Mountains Communications Advisory Committee's current composition is:

- Two members of Council
- Five members of the Public

Current committee members are:

- Deputy Mayor Odette Bartnicki
- Councillor Peter Bordignon
- Paula Hope
- Lyn P. Logan
- John Milne
- Jacqui Morrison
- Andres Paara

Documents

- [Community Communications Advisory Committee Terms of Reference \(161 KB\)](#)

Meeting Documents

Jul. 15, 2019 - 9:00am - 11:00am Community Communications Advisory Committee

- [Agenda \(155 KB\)](#)
- [B.3.1 Postcard Mailer to Increase Email Subscriptions, FAF.19.124 \(159 KB\)](#)
- [B.3.2 Town Newsletter Six Month Trial, FAF.19.125 \(168 KB\)](#)
- [C.1 Working Group Update: Top 3 Communications Priorities \(445 KB\)](#)
- [C.2 Consideration of a Policy of Responding to all Committee and Board Applications \(98 KB\)](#)
- [B.3.3 Communication Survey Feedback from Service Delivery Review, FAF.19.126 \(134 KB\)](#)

Jun. 17, 2019 - 9:00am - 11:00am Community Communications Advisory Committee