



Minutes

Community Communications Advisory Committee

Meeting Date: July 15, 2019
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

Chair Andres Paara called the meeting to order at 9:00 a.m. with Committee members Lyn Logan, Paula Hope, Jacqui Morrison, John Milne, Deputy Mayor Bartnicki, and Councillor Bordignon in attendance.

Town staff in attendance was Communications and Economic Development Coordinator Tim Hendry.

▪ Approval of Agenda

Moved by: Jacqui Morrison

Seconded by: John Milne

THAT the Agenda of July 15, 2019 be approved as circulated, including any additions to the Agenda, 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

▪ Previous Minutes (June 17, 2019)

Moved by: John Milne

Seconded by: Odette Bartnicki

THAT the Minutes of June 17, 2019 be approved as circulated, including any revisions to be made, Carried.

B. Staff Reports and Deputations

B.1 Deputations, if any

None.

B.2 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 included on the Agenda. 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.

None

B.3 Staff Reports, if any

B.3.1 Postcard Mailer to Increase Email Subscriptions, FAF.19.124

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.124, entitled "Postcard Mailer to Increase Email Subscriptions";

AND THAT the Community Communications Advisory Committee asks Council to consider identifying the Postcard Mailer as a key communications priority and allocate funding to facilitate the project in 2019.

OR

AND THAT the Community Communications Advisory Committee requests that staff include the costs associated with the Postcard Mailer in the 2020 Communications Budget for consideration by Council.

B.3.2 Town Newsletter Six Month Trial, FAF.19.125

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.125, entitled "Town Newsletter 6 Month Trial";

AND THAT the Community Communications Advisory Committee asks Council to consider identifying the Town Newsletter as a key communications priority and allocate funding to facilitate the project in 2019.

OR

AND THAT the Community Communications Advisory Committee request that staff include the costs associated with the Town Newsletter in the 2020 Communications Budget for consideration by Council.

Note: The Committee considered the resolutions as presented by staff for Item B.3.1 Postcard Mailer to Increase Email Subscription, FAF.19.124 and B.3.2 Town Newsletter Six Month Trial, FAF.19.125, and instead passed the following motion:

Moved by: Odette Bartnicki

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receive staff report FAF.19.124 entitled “Postcard Mailer to Increase Email Subscriptions” and FAF.19.125 entitled “Town Newsletter Six Month Trial”;

AND THAT the Committee request staff to provide a costing estimate to create a Communications strategy developed by the Community Communications Advisory Committee that embraces the needs of all Town and Advisory Committee communications by building the Town’s email subscription list through a mailed survey that is circulated based on the tax bill mailing list, Canada Post unaddressed ad mail, and other relevant means, Carried.

It was requested that Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore be invited to the August 19, 2019 Committee meeting to discuss funding options related to this matter.

B.3.3 Communication Survey Feedback from Service Delivery Review, FAF.19.126

Moved by: Odette Bartnicki

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.126, entitled “Communication Survey Feedback from Service Delivery Review” for information, Carried.

C. Matters for Discussion

C.1 Working Group Update: Top 3 Communications Priorities

Paula Hope provided an overview of the Working Group Report entitled Identifying Town Communications Priorities. Paula noted the Working Group brought in several members of the community to consider what the Town means to them, to review the existing Vision Statement for the Town, to discuss the top three items community members rely on the Town to provide, and to discuss what the community feels the Town should focus its communication efforts on.

Resulting from the meeting, the Working Group recommended the following items be deemed the Committee’s top 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.

Moved by: Paula Hope

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee receives the Working Group Report: Identifying Town Communications Priorities, noted as Item C.1 Working Group Update: Top 3 Communications Priorities for information purposes, Carried.

C.2 Consideration of a Policy of Responding to all Committee and Board Applications – Andres Paara and John Milne

John Milne noted he has heard of several applicants for Town Committees and Local Boards not receiving an acknowledgement of their applications. He emphasized the need for staff to provide a simple acknowledgement of each application. Executive Assistant Committees of Council Sarah Merrifield confirmed the Town's standard practice is to provide an acknowledgement of receipt to any Committee or Local Board applicants. Sarah further noted that if some individuals were missed, to have those individuals contact Town staff. John noted if this process is already being undertaken, it does not need to be considered by the Committee.

C.3 Discussion around Social Media Participation for Town Committee Members – John Milne (verbal)

John questioned if there is a Town policy that provides guidelines for how Committee members may use social media, particularly related to Committee activities. Communications and Economic Development Coordinator Tim Hendry confirmed the Town has a Social Media Policy that is mostly in place to ensure Town staff are aware of appropriate social media use in relation to Town operations. The Code of Conduct for Members of Council and Local Boards provides additional clarity for Members of Council, Committees of Council, and Local Boards. Tim noted the Committee of Council training scheduled for July 16, 2019 may lend some additional clarity to this matter, and confirmed that the updated Corporate Media Relations Policy will outline the roles and responsibilities for communicating Town matters. Tim confirmed the updated draft Corporate Media Relations Policy will be provided to the Committee for review prior to final review by Council. Sarah confirmed that members of Committees received the Social Media Policy as well as the Code of Conduct for Members of Council and Local Boards Policy.

D. Correspondence

None

E. New and Unfinished Business

D.1 Additions to the Agenda

D.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

August 19, 2019
Town Hall, Council Chambers

G. Adjournment

Moved by: Odette Bartnicki

Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee does now adjourn at 10:51 a.m. to meet again at the call of the Chair, Carried.