



# Staff Report

## Finance and IT Services

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**Report To:** Community Communications Advisory Committee  
**Meeting Date:** October 28, 2019  
**Report Number:** FAF.19.217  
**Subject:** 2020 - 2022 Budget Follow-up  
**Prepared by:** Sam Dinsmore, Deputy Treasurer/Manager of Accounting and Budgets

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### A. Recommendations

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THAT the Community Communications Advisory Committee receive Staff Report FAF.19.217 entitled "2020 - 2022 Budget Follow-up";

AND THAT the Community Communications Advisory Committee endorses the 2020 to 2022 budget as included as Attachment #1 for Council consideration during the 2020 budget deliberations.

### B. Overview

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This is a follow-up report from the September 16, 2019 meeting seeking the Committee's endorsement of the 2020 to 2022 budget as presented in Attachment #1.

### C. Background

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Finance staff sent a report to the September 16<sup>th</sup> meeting seeking input from the Committee for the 2020 to 2022 budget. At that meeting the Committee directed staff to arrange a special meeting; however, that was not possible due to scheduling conflicts.

Using the minutes of the Committee and the presentation done by the Working Group, staff have compiled a list of action items and funding requirements for 2020 and future years.

### D. Analysis

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Using the Working Group's presentation the following items have been included for Council's consideration through the 2020 budget:

- Research target audiences and their characteristics (\$55,000 annually)
  - 10 Focus Group meetings throughout the Town
  - Retain a specialist to help gain insight on part-time residents
- Communication Priorities (\$74,500 annually)
  - Public Engagement Software

- Newspaper Communication Review
- Local Radio Advertising
- TV screens in public Town facilities
- Social Media Opportunities
- Community Newsletter and Community Guide Review
- Information 101 Workshops
- Town email newsletter promotional campaign
- Email Address Collection (\$120,000 \*one time cost)
  - Website review and maintenance update
  - Retain specialist to maximize collection efforts and keep up with security and privacy legislation

The middle section of the Operating Budget chart deals with the transfers to and from capital and reserves. The Salaries and Benefits is being funded through the Strategy budget and therefore Development Charges and other Town reserves are used. This funding is then rolled into 2020 and funds the remaining cost of the 12 month contract.

The \$16,000 represents staff's estimate of the number of hours that internal staff will spend working with the Committee. Council gave direction that staff are to track their time and bill it back to the appropriate committees or divisions. These amounts may change as staff continue working on the overall 2020 budget and are outside of the control of this committee.

## **E. The Blue Mountains Strategic Plan**

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The Blue Mountains Strategic Plan

Goal #4: Promote a Culture of Organizational and Operational Excellence

Objective #4: To Be a Financially Responsible Organization

## **F. Environmental Impacts**

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N/A

## **G. Financial Impact**

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The funding requests from the Committee will be funded through the annual taxation levy.

## **H. In consultation with**

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Shawn Everitt, Chief Administrative Officer

Ruth Prince, Director of Finance & IT Services

Tim Hendry, Economic Development and Communications Coordinator

## **I. Public Engagement**

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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. Comments regarding this report should be submitted to Sam Dinsmore, Deputy Treasurer/Manager of Accounting and Budgets at [finance@thebluemountains.ca](mailto:finance@thebluemountains.ca).

## **J. Attached**

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1. 2020 – 2022 Budget

Respectfully Submitted,

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Sam Dinsmore  
Deputy Treasurer/Manager of Accounting and Budgets

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Ruth Prince  
Director of Finance and IT Services

For more information, please contact:  
Sam Dinsmore  
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519-599-3131 extension 274

# Community Communications Advisory Committee

## Purpose

- An advisory committee of Council with a mandate to foster collaborative engagement and function as a “listening piece” for stakeholders, residents, Town staff and Council.

## Mandate

1. Assist, in an advisory capacity, Council, Town staff, and the public on matters related to Town communication, both internal and external;
2. Cultivate a positive culture of engagement and dialogue among residents, stakeholders, staff and Council;
3. Assist with the development of a Strategic Communications Plan for the Town and assess ongoing progress and implementation of the same;
  - a) Create a flexible vision for long-term and evolving community engagement; and
4. Oversee the development of policies and plans in support of the Strategic Communications Plan and remain committed to the policy and advocacy work that will be undertaken by the Community Communications Advisory Committee.

## 2020 Strategic Action Items and Work Plan

- Completion of the Communication Strategy as approved through the 2019 budget

## Non-Financial Statistics

Description	2018 Actual	2019 Actual	2020 Budget
Meetings	0	9	12
Membership – Council Members	0	2	2
Membership – Public	0	5	5

## 2020 Budget Commentary

The main focus for the Committee in 2020 will be to complete the Communication Strategy as approved in the 2019 budget. In August of 2019, a 12 month contract positions was hired to help the Committee complete this strategy. This contract position is split with the Economic Development Advisory Committee. Any of the \$100,000 approved in 2019 for the Communication Strategy that remains unspent at year-end will be rolled in to 2020 to be used by the Committee.

# Community Communications Advisory Committee

The 2020 budget request has been compiled from the working group's top three priorities. They include:

- Research target audiences and their characteristics (\$55,000 annually)
  - 10 Focus Group meetings throughout the Town
  - Retain a specialist to help gain insight on part-time residents
  
- Communication Priorities (\$74,500 annually)
  - Public Engagement Software
  - Newspaper Communication Review
  - Local Radio Advertising
  - TV screens in public Town facilities
  - Social Media Opportunities
  - Community Newsletter and Community Guide Review
  - Information 101 Workshops
  - Town email newsletter promotional campaign
  
- Email Address Collection (\$120,000)
  - Website review and maintenance update
  - Retain specialist to maximize collection efforts and keep up with security and privacy legislation

The \$16,000 shown in the Interfunctional Transfer line for 2020 to 2022 represents the cost of Town employees that do work for the Committee. Council has expressed that staff are tracking time spent working with the divisions and committees and that their time will be transferred back to the individual committees or divisions.

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# Community Communications Advisory Committee

## 2020 Operating Budget

	2018 Actual	2019 Actual (forecast)	Proposed 2020 Budget	Projected 2021 Budget	Projected 2022 Budget
<b>Expenses</b>					
Salaries and Benefits		\$ 16,310	\$ 22,043		
Administrative Expenses		\$ 1,750			
Operating Expenses					
Communications		\$ 1,150			
Personnel and Training					
Utilities					
Equipment Related					
Vehicle and Fleet Related					
Legal Expenses					
Consulting		\$ 250			
Purchased Services		\$ 7,632	\$ 249,500	\$ 129,500	\$ 129,500
Debt Payments					
Financial Expenses					
Premise and Site					
<b>Total Expenses</b>		\$ 27,092	\$ 271,543	\$ 129,500	\$ 129,500
<b>Transfers</b>					
Transfers to Capital					
Transfers to Capital Levy					
Transfers to Reserves		\$ 24,372			
Transfers from Obligatory Reserves		\$ 12,462	\$ 10,140		
Transfers from Other Reserves		\$ 6,502	\$ 11,903		
Interfunctional Transfers		\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000
<b>Total Transfers</b>		\$ 21,408	\$ (6,043)	\$ 16,000	\$ 16,000
<b>Total Transfers and Expenses</b>		\$ 48,500	\$ 265,500	\$ 145,500	\$ 145,500
<b>Revenue</b>					
Grants and Donations		\$ 2,500			
External Revenue					
Subsidies					
<b>Total Revenue</b>		\$ 2,500	\$ 0	\$ 0	\$ 0
<b>Net Cost of Service (Taxation)</b>		\$ 46,000	\$ 265,500	\$ 145,500	\$ 145,500

# Community Communications Advisory Committee

## 2020 Operating and Capital Projects

<b>Project</b>	
<b>Description</b>	
<b>Strategic Action</b>	
<b>Budget</b>	
<b>Funding</b>	

<b>Total Number of Projects:</b>	
<b>Total Budget:</b>	
<b>Total Funding by Source:</b>	