



Minutes

Community Communications Advisory Committee

Meeting Date: October 28, 2019
Meeting Time: 11:00 a.m. – 12:30 p.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 11:00 a.m. with Committee members Councillor Bordignon, Jacqui Morrison, and Paula Hope present.

Town staff present were Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore, Manager of Community Planning Trevor Houghton, and Communications and Economic Development Project Specialist Jeremy Chan.

Regrets were sent from Committee members Deputy Mayor Bartnicki, Lyn Logan, and John Milne and the Town's Communications and Economic Development Coordinator Tim Hendry.

▪ Approval of Agenda

Moved by: Jacqui Morrison

Seconded by: Peter Bordignon

THAT the Agenda of October 28, 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 (September 16, 2019)**

It was noted the September 16, 2019 minutes would be revised at Item C.2 Working Group Update: Top 3 Communications Priorities to include: “Deputy Mayor Bartnicki emphasized the need to ensure the discussion does not include identifiable individuals or businesses”.

Moved by: Peter Bordignon

Seconded by: Jacqui Morrison

THAT the Minutes of September 16, 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 2020-2022 Budget Follow-up, FAF.19.217

The Committee discussed removal of the following budget item: Research target audiences and their characteristics (\$55,000 annually) as this is a one-time project that is covered under the existing Communications Strategy funding source.

Moved by: Peter Bordignon

Seconded by: Paula Hope

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 revised 2020 to 2022 budget as included as Attachment #1 for Council consideration during the 2020 budget deliberations, Carried.

Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore left the meeting at 11:30 a.m.

B.3.2 Notice of Public Meeting Procedures, PDS.19.131

Moved by: Jacqui Morrison

Seconded by: Paula Hope

THAT Committee receive Staff Report PDS.19.131, entitled “Notice of Public Meeting Procedures” for their information, Carried.

Manager of Community Planning Trevor Houghton left the meeting at 11:42 a.m.

C. Matters for Discussion

C.1 Access 1-800-BLUE or Telephone Number for Live Operator – Councillor Bordignon (verbal)

Councillor Bordignon discussed the need for a 1-800-BLUE / dedicated live operator number in The Blue Mountains for municipal matters. He advised that in other municipalities using this type of system, an estimated 64% of questions from the public and stakeholders are answered at the initial point of contact.

Moved by: Peter Bordignon

Seconded by: Paula Hope

THAT the Community Communications Advisory Committee request staff to report on potential costing and operational considerations for a single live operator for Town Hall and municipal matters as a test project for The Blue Mountains, Carried.

C.2 Budget Expenditure Report Request Follow-up – Communications Strategy – Tim Hendry (verbal)

This matter was deferred to the November 18, 2019 Community Communications Advisory Committee meeting.

C.3 Follow-up regarding FAF.19.175 2nd Quarter 2019 Website Analytics Update – Gurgaon Website Traffic (Tim Hendry) (verbal)

This matter was deferred to the November 18, 2019 Community Communications Advisory Committee meeting.

C.4 Community Communications Advisory Committee Action Item Tracking Review

- Quarterly Website Analytics Reporting
- Staff Report regarding Town’s Website Security and Cyber Security for Committee information
- Communications Survey Campaign / Postcard
- Newspaper and Local Media Advertising Analysis
- Town of The Blue Mountains Official Facebook page Consideration
- Communications Strategy

D. Correspondence

D.1 The Blue Mountains Sustainability Advisory Committee Re: Three Pillars of Sustainability

Councillor Bordignon noted there are numerous Advisory Committees of Council and it is necessary to ensure all are working towards achieving their respective Mandates in a collaborative manner.

Moved by: Peter Bordignon

Seconded by: Jacqui

THAT the Community Communications Advisory Committee receives Correspondence Item D.1 The Blue Mountains Sustainability Advisory Committee Re: Three Pillars of Sustainability for information purposes and works towards Committee collaboration, Carried.

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

- Revised 2020-2022 Budget Outline for Committee reference
- 1-800-BLUE / Live Operator number
- Budget Expenditure Report Request Follow-up – Communications Strategy
- Follow-up regarding FAF.19.175 2nd Quarter 2019 Website Analytics Update – Gurgaon Website Traffic
- Town Facebook Account
- 2020 Meeting Schedule

F. Notice of Meeting Dates

November 18, 2019
Town Hall, Council Chambers

G. Adjournment

Moved by: Paula Hope

Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee does now adjourn at 12:00 p.m. to meet again at the call of the Chair, Carried.