



Agenda

Community Communications Advisory Committee

Meeting Date: January 20, 2020
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

- **Approval of Agenda**

Recommended (Move, second)

THAT the Agenda of January 20, 2020 be approved as circulated, including any additions to the Agenda.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2019-56, 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.

- **Previous Minutes (November 18, 2019)**

Recommended (Move, second)

THAT the Minutes of November 18, 2019 be approved as circulated, including any revisions to be made.

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 2019-56 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.

B.3 Staff Reports, if any

B.3.1 3rd Quarter 2019 Website Analytics Update, FAF.20.012

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.012 entitled, “3rd Quarter 2019 Website Analytics Update” for information purposes.

B.3.2 Communications Survey Questions, FAF.20.013

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.013, entitled “Communications Survey Questions” for information purposes;

AND THAT the Community Communications Advisory Committee endorse the Communications as outlined in report FAF.20.013.

C. Matters for Discussion

C.1 Follow-up regarding Contact Form on Waste Resource App – Communications and Economic Development Coordinator Tim Hendry

C.2 Follow-up regarding Communication efforts for Residents Unable to Contact Town staff via Email – Communications and Economic Development coordinator Tim Hendry

C.3 Sub-Committee Clarification regarding \$55,000 for Focus Group Budget Request

C.4 Council Request regarding Doctor Recruitment Messaging

Note: The following direction was provided at the November 13, 2019 Council meeting:

THAT Council acknowledges receipt of the August 15, 2019 Joint Municipal Physician Recruitment and Retention Committee recommendation noted below:

THAT Council request the Community Communications Advisory Committee to include Doctor Recruitment in its messaging in the Master Communication Plan

AND THAT in response, Council of the Town of The Blue Mountains resolves as follows:

THAT Council acknowledges receipt of the August 15, 2019 Joint Municipal Physician Recruitment and Retention Committee recommendation and requests the Community Communications Advisory Committee to include Doctor Recruitment in its messaging, **CARRIED**.

C.5 Council Direction regarding Newspaper and Local Media Advertising Analysis

Note: The following direction was provided at the December 2, 2019 Council meeting:

THAT Council acknowledges receipt of the September 16, 2019 Community Communications Advisory Committee recommendation as noted below:

THAT, as recommended at the September 16, 2019 Community Communications Advisory Committee meeting, Council direct staff to conduct a fulsome newspaper and local media advertising analysis with the findings presented to Council and the Community Communications Advisory Committee for consideration

AND THAT in response, Council of the Town of The Blue Mountains resolves as follows:

THAT, as recommended at the September 16, 2019 Community Communications Advisory Committee meeting, Council direct staff to conduct a fulsome newspaper and local media advertising analysis as part of the Town's overall communication review, with the findings presented to Council and the Community Communications Advisory Committee for consideration, **CARRIED**.

C.6 Community Communications Advisory Committee Action Item Tracking Review

- **Quarterly Website Analytics Reporting**
- **Communications Survey Campaign / Postcard**
- **Newspaper and Local Media Advertising Analysis**
- **Town of The Blue Mountains Official Facebook page Consideration**
- **Dedicated Live Operator/Customer Management Operator**
- **Communications Strategy**

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

February 18, 2020
Town Hall, Council Chambers

G. Adjournment

Recommended (Move, second)

THAT the Community Communications Advisory Committee does now adjourn at (TIME) a.m. to meet again at the call of the Chair.