



Minutes

Community Communications Advisory Committee

Meeting Date: November 18, 2019
Meeting Time: 9:00 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 9:05 a.m. with Committee members Deputy Mayor Bartnicki, Councillor Bordignon, and Lyn Logan present.

Town staff present were Manager of IT Services Cathy Bailey, Manager of Solid Waste and Special Projects Jeffrey Fletcher, Communications and Economic Development Coordinator Tim Hendry, and Communications and Economic Development Project Specialist Jeremy Chan.

Regrets were sent by Committee members Jacqui Morrison, Paula Hope, and John Milne.

▪ Approval of Agenda

Moved by: Peter Bordignon

Seconded by: Lyn Logan

THAT the Agenda of November 18, 2019 be approved as circulated, including any additions to the Agenda, being Item E.1.2 Budget Request, 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 (October 28, 2019)

▪ Moved by: Lyn Logan

Seconded by: Peter Bordignon

THAT the Minutes of October 28, 2019 be approved as circulated, including any revisions to be made, Carried.

B. Staff Reports and Deputations

B.1 Deputations, if any

B.1.1 Presentation: Jeffrey Fletcher, Manager of Solid Waste & Special Projects Re: The Blue Mountains Waste Resource App

Link to The Blue Mountains Waste Resource App:
<https://www.thebluemountains.ca/solid-waste.cfm>.

Manager of Solid Waste & Special Projects Jeffrey Fletcher provided an overview of the Town's Waste Resource App and web module. Jeffrey noted the app has been available since 2016, and currently has approximately 678 subscribers. Jeffrey reviewed the Scheduling function and the Waste Wizard function and advised that an increase to subscribers has been noted since the Town began offering one (1) free recycling bin to residents who signed up. Jeffrey provided an overview of the Town's current advertising practices with respect to the Waste Resource app and received Committee feedback, including that the web module should be more front-facing on the website.

Andres thanked Jeffrey for the presentation.

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.

B.2.1 Jane Sutherland, Bay Street

Jane Sutherland spoke regarding the Waste Resource App, and noted there should be a link included in the app to allow residents to contact Solid Waste staff in the event of missed or delayed collection, or for general inquiries.

Communications and Economic Development Coordinator Tim Hendry agreed this is a strong suggestion and confirmed he will review and follow-up with the Committee.

Manager of Solid Waste and Special Projects Jeffrey Fletcher left the meeting at 9:25 a.m.

B.3 Staff Reports, if any

B.3.1 Town of The Blue Mountains Corporate Website and Network Security Precautions, FAF.19.149

Moved by: Peter Bordignon

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.149, entitled "Town of The Blue Mountains Corporate Website and Network Security Precautions" for information purposes, Carried.

Manager of IT Services Cathy Bailey left the meeting at 9:38 a.m.

B.3.2 Senior’s Fair Communication Survey Results, FAF.19.232

Moved by: Odette Bartnicki

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.232, entitled “Senior’s Fair Communication Survey Results” for information purposes, Carried.

B.3.3 Considerations for Official Town of The Blue Mountains Facebook Account, FAF.19.240

Moved by: Peter Bordignon

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.240, entitled “Considerations for Official Town of The Blue Mountains Facebook Account” for information;

AND THAT the Community Communications Advisory Committee requests the Communications and Economic Development Coordinator to bring forward a report identifying additional financial and human resource considerations needed for an official Town Facebook account, Carried.

B.3.4 Communications Strategy Update (October 2019), FAF.19.230

Moved by: Peter Bordignon

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receives Staff Report FAF.19.230, entitled “Communications Strategy Update” for information purposes.

AND THAT the Committee endorses the strategy timeline and phases as detailed within the staff report;

AND THAT the Committee endorses the public engagement plan as detailed within the staff report;

AND THAT the Committee endorses the project name “Your Community – Your Voice | 2020-2025 The Blue Mountains Communications Strategy”;

AND THAT the Committee endorses the Communications Strategy project budget as presented, Carried.

C. Matters for Discussion

C.1 Follow-up regarding FAF.19.175 2nd Quarter 2019 Website Analytics Update – Gurgaon Website Traffic (Tim Hendry) (verbal)

Communications and Economic Development Coordinator Tim Hendry advised he is unable to filter Gurgaon website traffic historically however, future quarterly reporting will not include Gurgaon traffic.

C.2 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**
- **Dedicated Live Operator/Customer Management Operator**

Communications and Economic Development Coordinator Tim Hendry advised he has completed preliminary research into a dedicated live operator/customer management operator system. He advised that the Association of Ontario Municipalities (“AMO”) recently signed a Digital Service Agreement with a company offering these services, which will be extended to some municipalities who express interest, on a trial basis. Tim noted he has indicated The Blue Mountains may have interest in participating. Tim noted additional information will be provided as it becomes available. Councillor Bordignon emphasized that these types of systems allow for more immediacy in communications and Deputy Mayor Bartnicki noted that 211 is an available service in The Blue Mountains, which some residents may be unaware of.

- **Communications Strategy**

D. Correspondence

D.1 Suzanne Craig, Integrity Commissioner Re: Addendum dated November 8, 2019 in response to Memorandum dated July 20, 2019 and Addendum dated July 31, 2019

Moved by: Peter Bordignon

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receives item D.1 Suzanne Craig, Integrity Commissioner Re: Addendum dated November 8, 2019 in response to Memorandum dated July 20, 2019 and Addendum dated July 31, 2019 for information purposes, Carried.

E. New and Unfinished Business

E.1 Additions to the Agenda

E.1.2 Budget Request

Deputy Mayor Bartnicki requested that additional information be provided from the Communications Priorities sub-committee regarding the \$55,000 expenditure for focus groups in the proposed 2020 budget.

E.2 Items Identified for Discussion at the Next Meeting

- **Follow-up regarding Contact Form on Waste Resource App**
- **Communication efforts for Residents Unable to Contact Town staff via Email**
- **Sub-Committee Update regarding \$55,000 for Focus Group Budget Request**

F. Notice of Meeting Dates

It was noted that December 2019 Committee of Council meetings should be scheduled prior to December 9, 2019 where possible. The Committee agreed a meeting is needed in December 2019. Executive Assistant Committees of Council Sarah Merrifield will schedule a meeting prior to December 9, 2019.

G. Adjournment

Moved by: Odette Bartnicki

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee does now adjourn at 10:45 a.m. to meet again at the call of the Chair, Carried.