A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.014, entitled “Committee of Council Webpage Modifications”;

AND THAT the Community Communications Advisory Committee endorse modifications to the Committees of Council webpages as outlined in report FAF.20.014 and request staff to provide information reports to all Committees of Council.

B. Overview

This report outlines potential changes to the Committees of Council webpages and seeks endorsement from the Community Communications Advisory Committee (“Committee”).

C. Background

A member of a Committee of Council approached Town staff and requested that the Committees of Council webpages be modified to include additional detail regarding the Committees. Reference to the City of Burlington’s Sustainable Development Committee webpage was used as an example of the type of layout that could be used. The City of Burlington’s webpage snapshot is included as Image 1 on page two of the report.
D. Analysis

Accordingly, staff reviewed the request and noted that Burlington’s webpage included accordions on a wide range of topics relating to the Committee’s activities. The Town of The Blue Mountains’ Committee webpages include live-fed content populated from the Council Calendar, which makes references to Committee Agendas, staff reports/presentations/correspondence, Minutes, and meeting dates. Committee members names and the Terms of References for each Committee are already included on the Committee webpages for ease of reference.
However, staff feel reiterating the Purpose and Mandate for each of the Committees, and linking any available, AODA-compliant Committee resources would be beneficial, and could mirror the style noted on the City of Burlington webpage.

**Image 2 – Proposed Committee of Council Webpage Layout**

What is being proposed is a hybridized style that will allow for the accordion folders to compress potentially lengthy content into a drop-down style bar (particularly as several Committees have numerous resources), to ensure a visually appealing, and concise webpage.

With the Committee’s agreement, this style can be implemented across the Committee webpages once it is presented for information to all Advisory Committees of Council.

**E. The Blue Mountains Strategic Plan**

- **Goal #2:** Engage Our Communities & Partners
- **Objective #1** Improve External Communication with our Constituents
- **Objective #2** Use Technology to Advance Engagement
Goal #4: Promote a Culture of Organizational & Operational Excellence
Objective #3 To Consistently Deliver Excellent Customer Service
Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

Not applicable

G. Financial Impact

Not applicable

H. In consultation with

Sarah Merrifield, Executive Assistant Committees of Council

I. Public Engagement

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. However, any comments regarding this report should be submitted to Manager of Communications and Economic Development Tim Hendry.

J. Attached

None

Respectfully Submitted,

Tim Hendry
Manager of Communications & Economic Development

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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