



Agenda

Community Communications Advisory Committee

Meeting Date: March 16, 2020
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

- Traditional Territory Acknowledgement
- Committee Member Attendance
- Approval of Agenda

Recommended (Move, second)

THAT the Agenda of March 16, 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 (February 18, 2020)**

Recommended (Move, second)

THAT the Minutes of February 18, 2020 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, or matters that are a follow-up to a Public Meeting.

B.3 Staff Reports, if any

B.3.1 Committee of Council Webpage Modifications, FAF.20.014

Recommended (Move, second)

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.3.2 4th Quarter 2019 Website Analytics Update, FAF.20.038

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.038 entitled, “4th Quarter 2019 Website Analytics Update” for information purposes.

C. Matters for Discussion

C.1 Memorandum – Communications Strategy Update March 2020 – Communications and Economic Development Project Specialist Jeremy Chan and Manager of Communications and Economic Development Tim Hendry

C.2 Community Communications Advisory Committee Composition

Note: at the February 10, 2020 Council meeting, the following direction was provided:

THAT Council request that the Community Communications Advisory Committee provide input to Council regarding the mandate of the Committee moving forward, including the options to move to a “Community Committee” that includes The Blue Mountains staff representation, or to continue status quo as a Committee of Council, Carried.

C.3 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

D.1 Susanne Wussow, Publisher, The Meaford Independent Publications Re: Community Newspaper

Note: at the February 24, 2020 Council meeting the following direction was provided.

THAT Council of the Town of The Blue Mountains receives the deputation of Susanne Wussow of The Meaford Independent newspaper regarding bringing a community newspaper back to The Blue Mountains;

AND THAT Council refers The Meaford Independent deputation material correspondence dated January 15, 2020 regarding Community Newspaper to the Economic Development Advisory Committee and Communications Advisory Committee for consideration and report back to Council, Carried.

For Committee consideration and report back to Council

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

April 20, 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.