



# Notice of Committee-led, Virtual Public Engagement Session

## Corporate Communications Survey Highlights & Strategy Planning

**\*\*NOTE: This meeting rescheduled from January 13, 2021\*\***

Wednesday, February 10, 2021 at 5:00 p.m.

Virtual – Online format using Microsoft Teams

### Public Engagement Session Overview

The Community Communications Advisory Committee ("Committee") is hosting a virtual Public Engagement Session to discuss highlights of the Corporate Communications Survey Results and to provide an update on the development of the Communications Strategy.

Insights from the Corporate Communications Survey will assist the Committee and staff in preparing the Communications Strategy for Council's consideration.

In accordance with the Town's Notice Policy, POL.COR.07.03 Notice is hereby provided that the Committee is hosting a Public Engagement Session for the purpose of reviewing with the public the results of the Corporate Communications Survey.

[FAF.20.182 Corporate Communications Survey Results](#) (note: survey results provided as Attachment 1 of the report)

### Why is the Town Creating a Communications Strategy?

The Town is developing a Communications Strategy to foster greater public engagement and improve communications with its residents. The Communications Strategy is being developed by the Town's Communications Division with input from the Community Communications Advisory Committee.

### Next Steps in the Communications Strategy Process

The first draft of the Communications Strategy was presented to Council on November 16, 2020. Utilizing the feedback received, the Committee and staff are working to prepare a second draft that will be presented to Council in the first quarter of 2021.

### Questions? Want more information? Ask a Staff Member!

Tim Hendry, Manager of Communications and Economic Development  
519-599-3131 ext. 282  
[communications@thebluemountains.ca](mailto:communications@thebluemountains.ca)

*Under the authority of the Municipal Act, 2001 and in accordance with Ontario's Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), all information provided for, or at a Public Meeting, Public Consultation, or other Public Process are considered part of the public record, including resident deputations. This information may be posted on the Town's website. and/or made available to the public upon request.*

This document can be made available in other accessible formats as soon as practicable and upon request.

### Format for Public Engagement Session

Committee Meetings and public engagement sessions are currently being held virtually due to COVID-19.

The Public Engagement Session will be moderated by the Committee Chair and will cover the following topics:

- Update on Communications Strategy progress and Committee aspirations
- Public, written comments provided in advance read by Assistant
- Open-forum discussion between Committee members and public participants

### How do I Pre-Register/Participate?

Individuals may participate in one of two ways:

1. Provide verbal comments and participate in the public engagement session
2. Provide written comments in advance of the meeting (comments read at meeting by Assistant)

#### **Pre-registration deadline:**

end-of-day Friday, February 5, 2021

#### **Deadline to provide written comments:**

end-of-day Friday, February 5, 2021

### To pre-register for the session or provide written comments, contact:

Town of The Blue Mountains  
Executive Assistant Committees of Council  
32 Mill Street, Thornbury, ON  
Telephone: 519-599-3131 ext. 306  
Fax: 519-599-7723

[committeesea@thebluemountains.ca](mailto:committeesea@thebluemountains.ca)

Please note that any submitted comments become part of the **public record**, including names and addresses.

This meeting will be livestreamed and recorded. **Watch online:**

<https://www.thebluemountains.ca/council-meeting-live-stream.cfm>