

## **Community Communications Advisory Committee**

### **Staff Recommendation**

Staff recommend that this Committee not be re-established.

Council may wish to consider the establishment of a Task Force in 2024 that is tasked with completing a fulsome review of the successes, actions taken, and outstanding items that are identified in the Town's 2021 Communications Strategy.

Throughout 2023 and 2024 staff will be responsible for bringing forth reports that provide for clear and transparent monitoring of the 2021 Communications Strategy to ensure that the great work that the previous Committee completed remains a key strategic focus and priority within our community.

### **Previous Mandate:**

The Mandate of the Town's Community Communications Advisory Committee (CCAC) is to:

1. Assist, in an advisory capacity, Council, Town staff, and the public on matters related to Town communication, both internal and external;
2. Cultivate a positive culture of engagement and dialogue among residents, stakeholders, staff and Council;
3. Assist with the development of a Strategic Communications Plan for the Town and assess ongoing progress and implementation of the same;
  - a. Create a flexible vision for long-term and evolving community engagement.
4. Oversee the development of policies and plans in support of the Strategic Communications Plan and remain committed to the policy and advocacy work that will be undertaken by the CCAC.

### **Previous Composition:**

The CCAC is comprised of up to seven (7) members.

Voting Members:

- 2 Member of Council
- 5 Members of the public at large – members must be residents of The Blue Mountains
- Mayor as ex-officio (not counted towards Committee membership)

### **Previous Meeting Frequency:**

Monthly on the third Monday of the month at 9:00 a.m. Additional meetings may be called by the Chair.



## **Community Communications Advisory Committee**

### **TERMS OF REFERENCE**

#### **1. PURPOSE**

The Community Communications Advisory Committee ("CCAC") is an advisory committee of Council with a mandate to foster collaborative engagement and function as a "listening piece" for stakeholders, residents, Town staff and Council.

#### **2. MANDATE**

The Mandate of the Town's CCAC is to:

1. Assist, in an advisory capacity, Council, Town staff, and the public on matters related to Town communication, both internal and external;
2. Cultivate a positive culture of engagement and dialogue among residents, stakeholders, staff and Council;
3. Assist with the development of a Strategic Communications Plan for the Town and assess ongoing progress and implementation of the same;
  - a) Create a flexible vision for long-term and evolving community engagement.
4. Oversee the development of policies and plans in support of the Strategic Communications Plan and remain committed to the policy and advocacy work that will be undertaken by the CCAC.

#### **3. ACCOUNTABILITY**

Provide recommendations to Council on a quarterly basis through accessible reports to Committee of the Whole. Council may request update reports at any time on specific projects or initiatives.

#### **4. MEMBERSHIP / VOTING**

The Community Communications Advisory Committee will be comprised of up to seven (7) members who are appointed by Council for a term that runs concurrently with Council plus and additional six (6) months post-election.

Composition is noted below:

##### **Voting Members:**

- Five (5) members of the Public at Large – members must be a resident of the Town of The Blue Mountains
- Two (2) Council representatives to be selected by Council
- Mayor as ex officio

Openings for the membership shall be publicly advertised as appointment opportunities arise.

##### **Non-Voting Members:**

- Chief Administrative Officer as ex-officio
- Communications and Economic Development Coordinator
- Department Directors/Managers, as requested by the CCAC
- Administrative Assistant

##### **Members will:**

1. Demonstrate a strong interest and commitment to fostering communications within the Town;
2. Help further the goals of the CCAC through provision of input based on professional expertise;
3. Commit to full participation in regularly scheduled day-time meetings;
4. Commit to significant preparation for meetings via agenda review including previous minutes and all documentation;
5. Make recommendations in the most collaborative and collective manner possible;
6. Participate as a leader, capable of taking an ambassador role within the community in support of decisions made by the CCAC and by Council.

#### **5. QUORUM**

Quorum for the CCAC, per the standards of the *Municipal Act, 2001*, is 4 voting members, which must include at least one (1) Council representative and three (3) members of the Public, regardless of the total number of members in attendance.

Council representatives appointed to the CCAC count towards quorum. The Mayor is an ex-officio member of the committee. The Mayor as ex-officio does not count towards quorum but does have the right to vote and make motions.

## **6. SUB-COMMITTEE**

Should the CCAC feel a sub-committee is required to deal with specific issues, such sub-committees shall be ad hoc in nature, with specific, clearly articulated mandates and timelines. Membership on sub-committees may include additional individuals with specific expertise who are not Council-appointed CCAC members. Sub-committees must include a member of Council in their composition and shall be composed such that a quorum of the membership is not met (maximum sub-committee membership of quorum minus 1). Sub-committees will not have the support of the Administrative Assistant and will provide an accessible report on sub-committee matters to the CCAC on a minimum of a quarterly basis.

## **7. REMUNERATION**

No compensation shall be provided to members of the CCAC for their participation.

## **8. MEETING DETAILS, AGENDA, MINUTES & PROCEDURE**

The CCAC will meet monthly on the third Monday of the Month at 9:00 a.m. Additional meetings of the CCAC may be called by the Chair.

The Administrative Assistant shall send out meeting invites to all CCAC members and post notice of the meeting to the Town's website.

The Call for Agenda Items will be circulated with the meeting invitation along with a deadline for quorum to be obtained. Agenda items shall be set by the Committee Chair, in consultation with and under approval of the Chief Administrative Officer. Members who wish to include an item on the Agenda shall contact the Chair for consideration. If quorum is not obtained by the deadline indicated, the meeting shall be cancelled. In the event quorum is obtained by the deadline but the CCAC does not have quorum the day of the meeting within fifteen (15) minutes after the hour appointed the meeting shall be cancelled.

Meetings may be held in the Council Chambers at the Town Hall, 32 Mill Street Thornbury. If the Council Chambers are not available an appropriate alternative location will be selected. Committee Chairs shall be appointed for a term of eighteen (18) months for a total of 3 Chair appointments for the 2018-2022 Term of Council. The final term cannot be Chaired by a member of Council. All meetings are open to the public. Committee meetings are not live streamed, nor video and voice recorded.

Minutes will be kept by the Administrative Assistant who will distribute the minutes to all of Council in accordance with Town practice. All meetings shall be conducted in accordance with the Town's Procedural By-law 2018-20.

The Terms of Reference is a living document and will be reviewed once per term of Council at a minimum and may be revised as required by approval of Council.

## **9. RELATED POLICIES & TRAINING REQUIREMENTS**

POL.COR.07.07 Code of Conduct for Members of Council

POL.COR.17.04 Accessibility Standards for Customer Service

POL.COR.18.04 Protocol Policy for Complaints Related to Council Members and Local Boards

POL.COR.18.08 Workplace Violence & Harassment Policy

POL.COR.18.10 Social Media Policy

POL.COR.19.02 Council Staff Relationship Protocol

[Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c.11](#)

[Municipal Conflict of Interest Act, R.S.O. 1990](#)

[Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990](#)