



Committee Report

Community Communications Advisory Committee

Meeting Date: December 15, 2020
Meeting Time: 10:30 a.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Community Communications Committee Recommendations

NOTE: The following are recommendations from the Community Communications Advisory Committee to be considered for adoption by Council

- [Receive Minutes \(December 15, 2020\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives the Community Communications Advisory Committee Minutes dated December 15, 2020 as attached, for information purposes.

B Staff Reports and Deputations

B.3.2 [Community Communications Advisory Committee Composition Options, FAF.20.146](#)

Recommended (Move, second)

WHEREAS Council of the Town of The Blue Mountains, through the 2020 Budget process, requested Committees of Council to provide input regarding the option to move to a Community Committee or continue status quo as a Committee of Council

AND WHEREAS at the December 15, 2020 Community Communications Advisory Committee meeting, the Committee passed as follows:

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.146, entitled "Community Communications Advisory Committee Composition Options";

AND THAT the Community Communications Advisory Committee selects Option 2 "Remain Status Quo as a Committee of Council" from the report and request staff to provide the recommendation to Council for final approval, CARRIED.

NOW THEREFORE Council of the Town of The Blue Mountains acknowledges and approves the Economic Development Advisory Committee maintaining status quo as a Committee of Council.



Minutes

The Blue Mountains, Community Communications Advisory Committee

Date: December 15, 2020
Time: 10:30 a.m.
Location: Town Hall, Council Chambers - Virtual Meeting
32 Mill Street, Thornbury, ON
Prepared by:
Sarah Merrifield, Executive Assistant Committees of Council

Members Present: Rob Potter, Paula Hope, Lyn Logan, John Milne, Tom Maloney
Jayne Sutherland joined the meeting at 10:38 a.m., Mary Ferguson joined the meeting at 10:50 a.m.

Staff Present: Manager of Communications and Economic Development Tim Hendry,
Communications and Economic Development Coordinator Carling Fee

A. Call to Order

A.1 Traditional Territory Acknowledgement

We would like to begin our meeting by recognizing the First Nations, Metis and Inuit peoples of Canada as traditional stewards of the land. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee and Wendat-Wyandot-Wyandotte peoples.

A.2 Committee Member Attendance

Executive Assistant Committees of Council confirmed that all members were present, save Jayne Sutherland and Mary Ferguson who joined the meeting following the call to order.

A.3 Approval of Agenda

Moved by: Deputy Mayor Potter

Seconded by: Tom Maloney

THAT the Agenda of December 15, 2020 be approved as circulated, including any additions to the Agenda.

Yay (5): Councillor Hope, Lyn Logan, Tom Maloney, Deputy Mayor Potter, and John Milne

Absent (2): Mary Ferguson, and Jayne Sutherland

The motion is Carried (5 to 0, 2 members absent)

A.4 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.

None

A.5 Previous Minutes

Committee member Tom Maloney requested a revision to the previous minutes. Tom noted at Item C.1, he had previously stated the Town should have regular communications with residents and visitors which can be achieved through a newsletter.

Committee member Jayne Sutherland joined the meeting at 10:38 a.m.

Moved by: Tom Maloney

Seconded by: Lyn Logan

THAT the Minutes of November 20, 2020 be approved as circulated, including any revisions to be made.

Yay (6): Councillor Hope, Lyn Logan, Tom Maloney, Deputy Mayor Potter, Jayne Sutherland, and John Milne

Absent (1): Mary Ferguson

The motion is Carried (6 to 0, 1 member absent)

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.

NOTE: Committee meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Executive Assistant.

None

B.3 Staff reports, if any

B.3.1 Website Analytics Update - 2020 Quarter 3, FAF.20.198

Committee member Mary Ferguson joined the meeting at 10:50 a.m.

Manager of Communications and Economic Development Tim Hendry provided an overview of the Website Analytics for quarter 3 2020. The Committee discussed direct traffic source to the website and how it is generally static. Chair John Milne noted when the new website is finalized, there may be an increase in direct traffic source to the website. The Committee requested staff to consider how to increase direct traffic to the Town's website moving forward. The Committee further requested that Tim provide an analytics "FYI" in time for the Public Engagement Session in January.

Moved by: Councillor Hope

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.198 entitled Website Analytics Update – 2020 Quarter 3 for information purposes.

Yay (6): Councillor Hope, Lyn Logan, Tom Maloney, Deputy Mayor Potter, Mary Ferguson, and John Milne

Absent (1): Jayne Sutherland (absent due to technical difficulties)

The motion is Carried (6 to 0, 1 member absent)

B.3.2 Community Communications Advisory Committee Composition Options, FAF.20.146

Committee member Jayne Sutherland rejoined the meeting at 11:13 a.m.

Chair John Milne provided an overview of the options outlined in the report. The Committee discussed that a social media strategy will be a key priority in 2021.

Moved by: Jayne Sutherland

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.146, entitled “Community Communications Advisory Committee Composition Options”;

AND THAT the Community Communications Advisory Committee selects Option 2 “Remain Status Quo as a Committee of Council” from the report and request staff to provide the recommendation to Council for final approval.

Yay (7): Councillor Hope, Lyn Logan, Tom Maloney, Deputy Mayor Potter, Mary Ferguson, Jayne Sutherland, and John Milne

The motion is Carried (7 to 0)

C. Matters for Discussion

**C.1 Planning Session for Virtual, Committee-Led Public Engagement Session
Re: Communications Survey Results**

The Committee reviewed the draft Notice of Virtual, Committee-Led Public Engagement Session for the Corporate Communications Survey Results and discussed the preferred format for the meeting.

The Committee requested the Notice be updated to include: “How can we improve on Corporate communications?”.

John Milne will draft an agenda with the existing Communications Priorities Sub-Committee members and provide the same to Executive Assistant Committees of Council Sarah Merrifield. The Committee will then direct any feedback to Sarah.

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to Agenda

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

January 18, 2021

Town Hall, Council Chambers (virtual)

G. Adjournment

Moved by: Deputy Mayor Potter

Seconded by: Councillor Hope

THAT the Community Communications Advisory Committee does now adjourn at 11:58 a.m. to meet again at the call of the Chair.

Yay (7): Councillor Hope, Lyn Logan, Tom Maloney, Deputy Mayor Potter, Mary Ferguson, Jayne Sutherland, and John Milne

The motion is Carried (7 to 0)