



Committee Report

Community Communications Advisory Committee

Meeting Date: September 28, 2020
Meeting Time: 9:00 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 \(September 28, 2020\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives the Community Communications Advisory Committee Minutes dated August September 28, 2020 as attached, for information purposes.

NOTE: The Committee recommendation at Item B.3.1 in the minutes is being provided to Council for consideration through staff report FAF.20.174 Follow-up to Local Media Review and 2021 Budget Request.



Minutes

Community Communications Advisory Committee

Meeting Date: September 28, 2020
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

Chair John Milne called the meeting to order at 9:02 a.m. with Committee members Mary Ferguson, Councillor Paula Hope, Lyn Logan, Deputy Mayor Rob Potter, and Jayne Sutherland present. Committee member Andres Paara joined the meeting following the call to order.

Town staff present were Manager of Communications and Economic Development Tim Hendry and Communications and Economic Development Coordinator Carling Fee.

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**
 - **Introduction of Community Communications Advisory Committee members Mary Ferguson, and Deputy Mayor Rob Potter**

John Milne welcomed new Committee members Mary Ferguson and Deputy Mayor Rob Potter and asked them to briefly introduce themselves.

Mary Ferguson highlighted her background in corporate communications and cited journalism, radio and television work experience. Mary noted she was previously the Director of Communications at the Canadian Red Cross, and was also a Communications Director at Queen's Park for various ministries. Mary moved up to the area full time in recent years and has grounded herself in the local community through service on not-for-profit boards including United Way of Simcoe-Muskoka, and the Collingwood Cycling Club, among others.

Deputy Mayor Rob Potter thanked all members for their service through Committee work and noted his background in community newspapers, including the Courier Herald. Deputy Mayor Potter previously held a position at the Town as the Communications and Economic Development Coordinator and led the development of the Red, Hot and Blue document. Deputy Mayor Potter also helped the Sustainable Path committee in the development of the Sustainable Path document. Deputy Mayor Potter decided some years ago he would like to sit on Council.

Committee member Andres Paara joined the meeting.

▪ **Approval of Agenda**

Moved by: Rob Potter

Seconded by: Andres Paara

THAT the Agenda of September 28, 2020 be approved as circulated, including any additions to the Agenda, being Item E.1.1 Discussion of Tax Bill Mailing

Ferguson, Mary	Yay
Hope, Paula	Yay
Logan, Lyn	Yay
Paara, Andres	Yay
Potter, Rob	Yay
Sutherland, Jayne	Yay
Milne, John	Yay

The motion is Carried.

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

▪ **Previous Minutes (August 21, 2020, September 2, 2020)**

Moved by: Jayne Sutherland

Seconded by: Lyn Logan

THAT the Minutes of August 21, 2020 and September 2, 2020 be approved as circulated, including any revisions to be made

Ferguson, Mary	Yay
Hope, Paula	Yay
Logan, Lyn	Yay
Paara, Andres	Yay
Potter, Rob	Yay
Sutherland, Jayne	Yay
Milne, John	Yay

The motion is Carried.

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 Local Media Review, FAF.20.148

Moved by: Paula Hope

Seconded by: Rob Potter

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.148, entitled "Local Media Review";

AND THAT the Community Communications Advisory Committee recommends to Council that:

- Newspaper and online newspaper advertisements be the primary form of paid advertising used by the Town;
- When placing newspaper advertisements that the publications Collingwood Connection (to satisfy legislative requirements), and The Blue Mountain Review, as appropriate, be utilized;
- When placing online newspaper advertisements, that Collingwood Today be utilized;
- Staff should be encouraged to use radio advertisements on an as-needed basis on the following stations:
 - 95.1 The Peak FM;
 - 560 CFOS AM;

AND THAT the Community Communications Advisory Committees recommends that the Town enters into contract negotiations with the selected media providers;

AND THAT the Community Communications Advisory Committees recommends to Council that additional paid advertising funds be allocated in the 2021 budget based upon the level of financial need as suggested by staff through the contract negotiations

Ferguson, Mary	Yay
Hope, Paula	Yay
Logan, Lyn	Yay
Paara, Andres	Yay
Potter, Rob	Yay

Sutherland, Jayne Yay
Milne, John Yay
The motion is Carried.

The Committee noted that, where possible, legislated advertisements should be duplicated in The Blue Mountain Review.

B.3.2 Website Analytics Update, FAF.20.038

Moved by: Rob Potter

Seconded by: Andres Paara

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.038, entitled Website Analytics Update for information purposes

Ferguson, Mary Yay
Hope, Paula Yay
Logan, Lyn Yay
Paara, Andres Yay
Potter, Rob Yay
Sutherland, Jayne Yay
Milne, John Yay
The motion is Carried.

C. Matters for Discussion

C.1 Communications and Draft Website Development Surveys – Manager of Communications and Economic Development Tim Hendry

NOTE: Survey questions provided to the Committee for information.

Communications Survey

Manager of Communications and Economic Development Tim Hendry pointed out that the Communications Survey questions were previously approved by the Committee at its February 2020 meeting. The survey was not released due to the COVID-19 pandemic. Staff have since reviewed the questions, and added the following question:

- 1) In your opinion, what lessons can the Town learn from the communication related activities and efforts throughout the COVID-19 Pandemic?

Tim added the Committee does not need to re-approve the survey, and the matter was brought forward for information purposes only. Tim confirmed the survey will be released in tandem with the ongoing Communications Strategy development.

Draft Website Development Survey

Questions were brought to Committee members for advance review and will be formally approved at the October 2020 Communications meeting.

C.2 Council Expectation and Thoughts – Chair John Milne

John Milne noted he was invited to meet with Mayor Soever and Tim. From that meeting and at the Mayor's suggestion, John surveyed members of Council and requested input regarding the following two (2) questions:

- 1) What are your expectations of the CCAC?
- 2) What do you see as the Town's three most pressing Communications needs/challenges?

John noted the current trend in the responses is to address spreading of misleading information throughout the community. John posed the following question to the Committee:

What is the Committee's role in stemming misleading information?

Committee member Jayne Sutherland noted her belief that it is not Council or the Committees' job to point individuals out or censor information. Deputy Mayor Potter noted the main concern is unfounded rumors being spread through the community. John noted it is not the role of the Committee to police residents; if Council or staff is aware of discussion that is contrary to the interests of the Town, it should be addressed at the time the issue is known. John further noted the Town should be where the issue is.

It was agreed this matter would be discussed in greater detail at the October 2020 meeting.

C.3 Sub-Committee Update regarding the Communications Strategy (verbal)

John noted the sub-committee previously met with Tim and Carling to discuss the Communications Strategy, and the work done to date. From that, the sub-committee met separately to provide feedback on the material provided by Town staff. Staff will review the resulting comments and a fulsome update will be provided at the October 2020 meeting.

C.4 Municipal Website Redevelopment Update – Tim Hendry

Discussion deferred to October 2020 meeting.

C.5 Municipal Information Guide Update – Tim Hendry

Tim confirmed the Town released its first Municipal Guide in 2018. Tim confirmed the document will be released on an annual basis, and the current version has been sent to the printers. Tim explained the information in the current version has been updated, with more robust information regarding the planning and development process.

Councillor Paula Hope left the meeting at 11:09 a.m.

C.6 Community Communications Advisory Committee Action Item Tracking Review

- **Quarterly Website Analytics Reporting**
 - ongoing
- **Communications Survey Campaign / Postcard**
 - Will be released
- **Newspaper and Local Media Advertising Analysis**
 - Complete
- **Town of The Blue Mountains Official Facebook page Consideration**
 - Remove – will be included in Communications Strategy
- **Dedicated Live Operator/Customer Management Operator**
 - Not being actively worked on by Communications and Economic Development
- **Communications Strategy**
 - ongoing

D. Correspondence

D.1 John Corrigan, Resident Re: Support for The Blue Mountains Review Newsletter

Moved by: Andres Paara

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee receives Item D.1 John Corrigan, Resident Re: Support for The Blue Mountains Review Newsletter for information purposes

Ferguson, Mary	Yay
Hope, Paula	absent
Logan, Lyn	absent at time of vote
Paara, Andres	Yay
Potter, Rob	Yay
Sutherland, Jayne	Yay
Milne, John	Yay

The motion is Carried.

E. New and Unfinished Business

E.1 Additions to the Agenda

E.1.1 Discussion of Tax Bill Mailing

Discussion deferred to October 2020 meeting.

E.2 Items Identified for Discussion at the Next Meeting

- **Committee Composition Information Report**
- **Website Development Survey (for Committee approval)**
- **Council Expectation and Thoughts**
- **Municipal Website Redevelopment Update**
- **Tax Bill Mailing**
- **Sub-Committee Update (Communications Strategy)**
- **Survey Information and Freedom of Information, Protection of Privacy**

F. Notice of Meeting Dates

October 19, 2020
Town Hall, Council Chambers

G. Adjournment

Moved by: Rob Potter

Seconded by: Andres Paara

THAT the Community Communications Advisory Committee does now adjourn at 11:19 a.m. to meet again at the call of the Chair

Ferguson, Mary	Yay
Hope, Paula	absent
Logan, Lyn	Yay
Paara, Andres	Yay
Potter, Rob	Yay
Sutherland, Jayne	Yay
Milne, John	Yay

The motion is Carried.