



Committee Report

Community Communications Advisory Committee

Meeting Date: May 17, 2021
Meeting Time: 9:00 a.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Community Communications Advisory Committee Recommendations

NOTE: The following is a recommendation from the Community Communications Advisory Committee to be considered for adoption by Council.

- [Receive Minutes \(May 17, 2021\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives the Community Communications Advisory Committee Minutes dated May 17, 2021 as attached, for information purposes.

NOTE: Item B.3.1 was provided to Council directly on June 14, 2021 due to its time-sensitive nature.



Minutes

The Blue Mountains, Community Communications Advisory Committee

Date: May 17, 2021
Time: 9:00 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: Deputy Mayor Rob Potter, Councillor Paula Hope, Lyn Logan, Chair
John Milne, Tom Maloney, Jayne Sutherland, Mary Ferguson

Staff Present: Manager of Communications and Economic Development Tim Hendry,
Communications and Economic Development Coordinator Carling Fee,
Manager of Sustainability and Solid Waste Jeff Fletcher, Sustainability
Coordinator Nicholas Cloet, Director of Operations Shawn Carey,
Transportation Master Plan Project Coordinator Adam Fraser,
Administrative Assistant Committees of Council Kyra Dunlop

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 Sarah Merrifield confirmed that all Committee members were present.

Town staff present were Manager of Communications and Economic Development Tim Hendry, Communications and Economic Development Coordinator Carling Fee, Director of Operations Shawn Carey, Manager of Sustainability and Solid Waste Jeff Fletcher, Sustainability Coordinator Nicholas Cloet, Transportation Master Plan Project Coordinator Adam Fraser, and Administrative Assistant Committees of Council Kyra Dunlop.

A.3 Approval of Agenda

Moved by: Mary Ferguson

Seconded by: Tom Maloney

THAT the Agenda of May 17, 2021 be approved as circulated, including any additions to the Agenda.

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

The motion is Carried

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

Moved by: Lyn Logan

Seconded by: Councillor Hope

THAT the Minutes of April 19, 2021 and the Special Meeting Minutes of May 7, 2021 be approved as circulated, including any revisions to be made.

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

The motion is Carried

B. Staff Reports and Deputations

B.1 Deputations, if any

B.1.1 Jeff Fletcher, Manager of Sustainability and Solid Waste Re Integrated Community Sustainability Plan Update

Link to Current State Report, as presented to the Sustainability Advisory Committee on May 12, 2021: <https://pub-bluemountains.escribemeetings.com/FileStream.ashx?DocumentId=3738>

Chair Milne welcomed Manager of Sustainability and Solid Waste Jeff Fletcher and Sustainability Coordinator Nicholas Cloet who provided an update regarding the Integrated community Sustainability Plan ("Plan"). Jeff advised that Phase 1 of 3 of the Plan has been recently completed, and is being presented to Council on June 1, 2021. Phase 2 will include Visioning and Objectives, and Phase 3 will include development of an Action Plan.

Jeff reviewed the Challenge Question that frames the Plan, the Project Vision, the Four Pillars of Sustainability, and the Push-Pull-Weight Factors at play. Jeff emphasized that although Phase 1 has been completed, there is still learning to do and additional outreach being provided through the other stages of the Plan. Several data gaps were identified that will be further engaged as the Plan unfolds.

Jeff reviewed the Phase 1 Engagement and Feedback, including the Top 3 unique features: natural features, active recreation, small town feel, the Top 5 changes: growth and development management, traffic, recreation and community centre, affordable housing, and protection of the environment, and the Top 5 "Life Today" Themes: general positive, over-development, general negative, government, and growth. Jeff further provided an overview of the research conducted through Phase 1 of the Plan and reviewed various context snapshots including, but not limited to: watershed health, greenhouse gas emissions, government and partnerships, infrastructure and innovation, local business, and sense of community.

Jeff also introduced several challenge questions that will be a guidepost throughout the Plan's development: How might we share in the enjoyment of our natural assets while ensuring their preservation for future generations?, How might we build upon the unique attributes of TBM to become a community of more diverse opportunities?, How might we establish a shared set of values of what is worth preserving in TBM and what changes are needed for a sustainable future?, How might we leverage the benefits of a significant number of visitors to enhance the quality of life for all residents?, How might we leverage the initial

attraction to the beauty of TBM as a way of generating actions that address the challenges of today and tomorrow?, and, How might we generate a sense of shared responsibility and action towards a sustainable future?

Jeff explained that to develop the Plan, ambassadors of sustainability have been and will continue to be established to further develop project networks and ensure that a diversity of feedback is received. Staff intend to work with all Committees of Council as well to further the concept. Ambassadors are intended to act as conduits to their respective networks for sharing information and further enhancing opportunities for engagement.

Jeff reviewed the Phase 2 Visioning Timeline and advised that a communications strategy is being developed with the consultant, Town staff, and a sub-committee of the Sustainability Advisory Committee. Stakeholder communications will be broken out into "type" including, but not limited to: Business, Tourism, and Development, Special Interest Groups, the Community at Large, Committees of Council, Corporate Strategies, and so on.

Committee member Jayne Sutherland enquired why the Challenge Questions are vague, and noted that the Sustainable Path document created in 2010 includes actionable goals and recommendations. Jayne requested confirmation regarding how the 2010 Sustainable Path document will be factored into the Plan. Jeff noted the Plan will replace the Sustainable Path document but confirmed that the Sustainable Path document will be a key foundational document through the process. With respect to the Challenge Questions, Jeff noted that Phase 2 will not be specific in nature; specificity will be achieved through Phase 3 when the Action Plan is developed. Regarding the Sustainable Path, Deputy Mayor Potter advised the Committee that it took approximately 3 years to create and began by asking general questions, becoming more refined throughout the process. Further, Deputy Mayor Potter confirmed that the Sustainable Path document was never endorsed by Council.

Committee member Lyn Logan noted the key to the Plan's success will be to educate the consumer about sustainable versus non-sustainable products and practices.

Chair Milne enquired as to the term of the Plan; Jeff explained that the exact term is unknown, but may be five (5) years.

Committee member Tom Maloney commented that there are several places throughout Canada that are four season destinations and have gone through this process before; Tom enquired whether there is a

template that can be followed for communication of the Plan. Jeff explained he has connected with several resort communities through the Protect Our Winters and Climate Caucus initiatives. Jeff confirmed there is insight to be gained from those communities, and there is a hope that resort communities throughout Canada can adopt some consistent initiatives moving forward.

Chair Milne recommended that if the Town is interested in having Ambassadors from the Committees of Council, one session should be held for all Committees to receive information about what sustainability means in the context of the Committees' mandates. Jeff noted his agreement that this might be a good option and also encouraged Committee members to participate in workshops and make outreach to their respective networks.

Chair Milne enquired why Intelligent Futures, as a Calgary-based firm, was selected over a more local firm. Jeff noted Intelligent Futures presented the best proposal through the evaluation process and was within budget. Jeff also noted that a Sustainability Advisory Committee member was also present through the evaluation process. Jeff pointed out that the firm also has experience working with Banff, Whistler, and Calgary.

Chair Milne enquired whether the pumped storage facility undergoing consideration in Meaford will be incorporated into the Plan; Jeff noted the philosophy of the pumped storage may come up but the pumped storage project will need to address any environmental concerns through its own process.

Councillor Hope enquired as to the Plan on a regional scope. Jeff confirmed that the Plan's development will incorporate a regional lens, along with relevant sustainability-related Plans created by regional members.

Chair Milne thanked Jeff and Nicholas for the presentation.

Moved by: Deputy Mayor Potter

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee receives Item B.1.1 Jeff Fletcher, Manager of Sustainability and Solid Waste Re Integrated Community Sustainability Plan Update for information.

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

The motion is Carried (7 to 0)

B.1.2 Adam Fraser, Transportation Master Plan Project Coordinator Re Transportation Master Plan Project Introduction and Engagement Opportunities

Chair Milne welcomed Director of Operations Shawn Carey and Transportation Master Plan Project Coordinator Adam Fraser who provided an introduction to the Transportation Master Plan project. Shawn explained that the project includes significant emphasis on communication and engagement, which includes input and assistance from the Town's communications staff.

Adam reviewed the Presentation Objectives and outline, provided an explanation of what a Transportation Master Plan is, it's coordination with other Town Strategies and Departments, Initiating the Transportation Master Plan, the Transportation Master Plan Process, Notices and Public Information Centers, Stakeholder and Community Engagement, Virtual Engagement Tools, First Nations and Metis Engagement, Community Stakeholder Group Meetings, Technical Advisory Groups, Transportation Advisory Committee Presentations to Council, Additional Outreach, What's Next, and the prompting question: how can we support the interests of this Committee?

Committee member Jayne Sutherland requested clarity regarding where the dedicated project page is located, and commented that when the Highway 26 speed limit was reduced for the summer of 2020, there was no consultation with the community. Adam identified how and where to find the Transportation Master Plan project webpage, and noted he is reserving comment regarding the Highway 26 speed limit. Adam confirmed that the goal of the Transportation Master Plan is to speak to a long-term strategy, and includes the Thornbury connecting link as well. Deputy Mayor Potter noted that the Town does not dictate the speed limit on the Provincial Highway, the Town pointed out some safety issues, and the Ministry of Transportation made the decision to reduce the speed limit.

Director of Operations Shawn Carey left the meeting at 10:30 a.m.

Committee member Mary Ferguson requested clarity regarding the jurisdiction the Town has for area roadways, given that other road authorities also have jurisdiction. Adam confirmed that the Plan relates to Town-owned infrastructure and roads, but also factors in the interaction of other road authority infrastructure. Adam further clarified that Ministry of Transportation, and the County are incorporated into the consultation process. A map detailing the various road authorities is being developed currently.

Chair Milne enquired whether Transportation staff have a role in the planning of the Gateway Site, which Adam confirmed there is an opportunity to provide comment through the Planning and Operations Departments.

Chair Milne further requested clarification with regard to how the Project's subscription feature and communications vary from the Town's subscription services. Manager of Communications and Economic Development Tim Hendry noted that the project page includes a feature for interested individuals to subscribe directly for project updates. Tim noted this subscription listing is currently separate from the Town's News and Notice subscription. In the future, these lists should be amalgamated through the website development project.

Chair Milne thanked Adam for the presentation.

Moved by: Jayne Sutherland

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee receives item B.1.2. Adam Fraser Transportation Master Plan Project Coordinator Re Transportation Master Plan Project Introduction and Engagement Opportunities for information.

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

The motion is Carried (7 to 0)

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 Municipal Website Update, FAF.21.086

NOTE: This material will be available by Friday, May 14, 2021.

Manager of Communications and Economic Development Tim Hendry reviewed the Municipal Website Update staff report with the Committee. Tim advised that the website survey was launched May 10, 2021 and engagement has been strong to date.

Tim further noted that the Committee will be considering homepage and internal webpage design options through a Special Meeting of Council scheduled for June 9, 2021. Chair Milne expressed concern that the Committee should be consulted and able to provide a recommendation prior to the design options being reviewed by Council. Chair Milne noted he is concerned that the website survey was postponed to align with the workplan provided by the website development firm. Chair Milne noted he cautioned staff against having a timeframe driven by Council approval dates and enquired to what degree the website design options will be reflective of community input. Tim confirmed the design options being presented reflect feedback gained through the communications strategy survey results, and the municipal website survey.

Tim noted a risk management plan has been created to help ensure the website is delivered within the timeframe presented. A \$5,500 contingency has also been established.

Tim reviewed the three options for project management assistance identified within the report. Tim confirmed his confidence in the team and timeline identified for the municipal website redesign. Tim confirmed there is a penalty clause in the project's contract, and provided an overview of the project budget.

Moved by: Deputy Mayor Potter
Seconded by: Jayne Sutherland

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.086, entitled "Municipal Website Update" for information;

AND THAT the Community Communications Advisory Committee endorses the public engagement plan in principle as presented;

AND THAT the Community Communications Advisory Committee acknowledges that Town Staff will work with the Committee to adapt the public engagement plan as required throughout the project lifecycle;

AND THAT the Community Communications Advisory Committee selects and recommends to Council option #3 to an upset limit of \$10,000 to be

funded from the Communications Committee budget related to additional project management assistance;

AND THAT the Community Communications Advisory Committee requests Council to approve funding to support additional project management assistance around content migration.

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

The motion is Carried (7 to 0)

B.3.2 2021 Quarter 1 Website Analytics, FAF.21.076

Item deferred.

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.076, entitled “2021 Quarter 1 Website Analytics” for information purposes.

C. Matters for Discussion

C.1 Sub-committee Consideration - Chair Milne

Further consideration of potential sub-committees will be reviewed at the June 2021 meeting.

Moved by: Deputy Mayor Potter

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee establishes a website development sub-committee consisting of Tom Maloney, Mary Ferguson, and Councillor Hope.

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

The motion is Carried (7 to 0)

C.2 Communications and Transparency Discussion- Notice of Disposition of Land - Open Space Blocks 32, 33 RP16M-23 Peaks Bay East - Committee member Tom Maloney

Item deferred.

C.3 Attainable Housing Corporation Gateway Site Design Guidelines Task Force Update- Committee member Lyn Logan

Link to April 22, 2021 Task Force Minutes:

https://www.thebluemountainshousing.ca/sites/thebluemountainshousing.ca/files/2021-4/Design%20Guidelines%20Task%20Force%20Meeting%20Notes_0.pdf

Item deferred.

C.4 Roundtable Updates from Committee Members (standing item)

- Mary Ferguson
- Councillor Hope
- Lyn Logan
- Tom Maloney
- Deputy Mayor Potter
 - RABIT Task Force Speed Test Challenge currently underway with 1,200 respondents to date
- Jayne Sutherland
- John Milne

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to Agenda

E.2 Items Identified for Discussion at the Next Meeting

- "Communicating with the Town 101"
 - Council/Committee of the Whole/Committee of Council
 - Which Department to contact for which concern/question
- Item B.3.2, C.1, C.2, C.3, C.4

F. Notice of Meeting Dates

June 21, 2021

Town Hall, Council Chambers (virtual)

Chair Milne noted a Special Communications Advisory Committee meeting may be required in early June to review the website design options.

G. Adjournment

Moved by: Mary Ferguson

Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee does now adjourn at 11:59 a.m. to meet again at the call of the Chair.

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

The motion is Carried