



# Committee Report

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## Community Communications Advisory Committee

**Meeting Date:** June 9, 2021  
**Meeting Time:** 4:00 p.m.  
**Location:** Town Hall, Council Chambers  
32 Mill Street, Thornbury, ON

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### Community Communications Committee Recommendations

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

- [Receive Minutes \(June 9 , 2021\)](#)

**Recommended** (Move, second)

THAT Council of The Town of The Blue Mountains receives the Community Communications Advisory Committee Minutes dated June 9, 2021 as attached, for information purposes.

THAT the item at C.1. was considered in a separate report for Council consideration at the June 14, 2021 Council meeting due to its time-sensitive nature.



# Minutes

## The Blue Mountains, Special Community Communications Advisory Committee

**Date:** June 9, 2021  
**Time:** 4:00 p.m.  
**Location:** Town Hall, Council Chambers - Virtual Meeting  
32 Mill Street, Thornbury, ON  
**Prepared by:**  
Kyra Dunlop, Administrative Assistant Committees of Council

**Members Present:** Deputy Mayor Potter, Councillor Hope, John Milne, Mary Ferguson, Lyn Logan, Tom Maloney, and Jayne Sutherland

**Staff Present:** Chief Administrative Officer Shawn Everitt, Executive Assistant to the Chief Administrative Officer Liz Saunders, Manager of Communications and Economic Development Tim Hendry, Communications and Economic Development Coordinator Carling Fee, and Executive Assistant Committees of Council Sarah Merrifield

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### 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 all members were present, with the exception of Lyn Logan and Mary Ferguson who were absent for the commencement of the meeting.

Town staff present were Chief Administrative Officer Shawn Everitt, Executive Assistant to the Chief Administrative Officer Liz Saunders, Manager of Communications and Economic Development Tim Hendry, Communications and Economic Development Coordinator Carling Fee, and Executive Assistant Committees of Council Sarah Merrifield.

**A.3 Approval of Agenda**

Moved by: Tom Maloney

Seconded by: Deputy Mayor Potter

THAT the Agenda of June 9, 2021 be approved as circulated including any additions to the Agenda.

Yay (5): Deputy Mayor Potter, Councillor Hope, John Milne, Tom Maloney, and Jayne Sutherland.

Absent (2): Mary Ferguson and Lyn Logan

**The motion is Carried (5 to 0, 2 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**

Moved by: Councillor Hope

Seconded by: Tom Maloney

THAT the Minutes of May 17, 2021 be approved as circulated, including any revisions to be made.

Yay (5): Deputy Mayor Potter, Councillor Hope, John Milne, Tom Maloney, and Jayne Sutherland.

Absent (2): Mary Ferguson and Lyn Logan

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

Committee Member Lyn Logan joined the meeting at 4:05 p.m.

## **B. Public Comment Period (Each speaker is allotted 3 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

## **C. Staff Reports**

### **C.1 Staff Reports, if any**

#### **C.1.1 Presentation of Website Design Options, FAF.21.113**

NOTE: Attachment 1 of Report FAF.21.113 includes an overview of the 3 homepage design options being considered. Staff will be providing a more interactive overview and demonstration during the meeting.

Manager of Communications and Economic Development Tim Hendry provided an overview of Staff Report FAF.21.113 and the three website design options.

Committee Member Jayne Sutherland noted that all the design options were aesthetically pleasing, and noted that the options were similar to one another with some elements rearranged. Jayne noted that the header with corresponding pull-downs should be bigger and that the website should include an option for individuals sending emails through the website to have a copy sent to their email. Tim advised that the email function will maintain use of contact information and that a box will be included for senders to check off if they would like to receive a copy of their emails as sent to the Town. Tim noted that there is flexibility to the design options and that the items chosen on the pages were based on website analytics of the popular pages and links. Tim noted the importance of limiting the number of clicks for users to view content.

Jayne asked if the mobile version of the website would show the hamburger menu option regardless of which of the three design options the Committee chose. Tim confirmed that the hamburger menu option will be standard across mobile versions but not necessarily on desktop versions depending on which design option the Committee chose.

Committee Member Tom Maloney noted that the site was passive and that it put the onus on the user to search for and find the information they were looking for. Tom noted a solution would be to shrink items, and noted the ESPN site provided simple one line headlines for users to click on to get information. Tim noted that he appreciated the feedback and would provide the feedback to Up and Up Consultants.

Chief Administrative Officer Shawn Everitt noted that one of the three design options was set-up as a mobile layout, and that both the mobile site and desktop site would be the same to view. Shawn noted that the Website Design Subcommittee members discussed that many people heavily use cellphones and tablets to access websites.

Committee Member Mary Ferguson joined the meeting at 4:40 p.m.

Deputy Mayor Potter noted that he liked the idea of maintaining a banner at the top of the page on the desktop site and asked if news items could be incorporated with the alert function. Tim noted that he will follow-up with Up and Up Consultants to clarify ways the Town can use the Alert button, and advised that the Chief Administrative Officer directs staff when to use the alert button, such as for COVID-19 and other emergencies. Communications and Economic Development Coordinator Carling Fee noted the importance of reserving the Alert button for emergency services and to refrain from diluting its importance by inclusion of news headlines.

Councillor Hope noted that design option two was very important as it was designed for individuals using tablets. She noted that the Council Meeting in progress pop-up was a wonderful method of ensuring public-engagement. Councillor Hope noted that the Committee should also consider revisiting the design of the Town logo.

Lyn noted that the Explore Blue icon could be more prominent, and noted that the design options appeared to be more like a tourism website. Lyn noted that the website options should be newsier in tone and be more navigable. Shawn noted that all three design options include the option for users to identify as a resident, business or visitor to view related relevant content. Shawn asked if the resident section could include a banner for news items, which Tim confirmed and advised he would bring that feedback back to Up and Up consultants.

Chair Milne asked whether the visitor button could take users directly to the Explore Blue website. Tim advised that this was considered by staff and the consultants, and noted that content on the Town website may be of interest to both residents and visitors.

Chair Milne noted one of the goals is to reduce visits and calls to Town Hall, and noted that the Online Services button should be more prominent. He asked why an emphasis was put on the livestream Council meetings. Shawn noted that the online services button could be more prominent and noted it could easily be done across all three design options. Shawn noted that current user traffic is small regarding livestream meetings, and that making it easier for users to find the livestream meetings could draw traffic. Mary noted that the livestream button was only a pop-up while the meeting are in progress.

Tim noted that the items on the design options would be adjusted based on analytics and based on the content users are navigating to. Shawn noted that he had pushed for Projects to be a significant piece of the website as the Town received feedback from residents about this piece. Shawn advised that many residents reach out wanting to know how to find out about project statuses.

Key themes arising from the meeting included the need to ensure an email subscription option is available on internal webpages; the need for less passive and more interactive content focused on headlines/news and which does not require the user to actively search for important content, with a particular focus on balancing the prominence between news items and events; a more prominent display of the ExploreBlue.ca website to direct visitors; the importance of functionality between mobile and desktop viewing as a seamless experience; that the designs feature a good balance between content, visuals and white space; and the need for a prominent display of Online Services.

Chair Milne thanked Tim and Carling.

Moved by: Jayne Sutherland

Seconded by: Deputy Mayor Potter

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.113, entitled "Presentation of Website Design Options";

AND THAT the Community Communications Advisory Committee endorse design option # 3 as the preferred website design option with an increased focus on news and headlines to be relayed to Council for consideration at the June 14, 2021 Council meeting.

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

**The motion is Carried (7 to 0)**

## **D. Notice of Meeting Dates**

June 21, 2021

Town Hall, Council Chambers (virtual)

## **E. Adjournment**

Moved by: Mary Ferguson

Seconded by: Tom Maloney

THAT the Community Communications Advisory Committee does now adjourn at 5:52 p.m. to meet again at the call of the Chair.

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

**The motion is Carried (7 to 0)**