



# Committee Report

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## Community Communications Advisory Committee

**Meeting Date:** September 20, 2021  
**Meeting Time:** 9:00 a.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 Meeting to be considered for adoption by Council

- [Receive Minutes \(September 20, 2021\)](#)

**Recommended** (Move, second)

THAT Council of The Town of The Blue Mountains receives the Community Communications Advisory Committee Minutes dated September 20, 2021 as attached, for information purposes.



# Minutes

## The Blue Mountains, Community Communications Advisory Committee

**Date:** September 20, 2021  
**Time:** 9:00 a.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, Lyn Logan, Jayne Sutherland, Mary Ferguson

**Members Absent:** Tom Maloney

**Staff Present:** Manager of Communications and Economic Development Tim Hendry, Communications Coordinator Carling Fee, Director of Planning and Development Services Nathan Westendorp, Library CEO Dr. Sabrina Saunders

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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

Administrative Assistant to Committees of Council Kyra Dunlop confirmed that all members were present except for Tom Maloney who sent his regrets.

Town staff present were Manager of Communications and Economic Development Tim Hendry, Communications Coordinator Carling Fee, Director of Planning and Development Services Nathan Westendorp and Library CEO Dr. Sabrina Saunders.

**A.3 Approval of Agenda**

Moved by: Mary Ferguson

Seconded by: Lyn Logan

THAT the Agenda of September 20, 2021 be approved as circulated, including any additions to the Agenda.

Yay (5): Deputy Mayor Potter, Councillor Hope, Lyn Logan, Jayne Sutherland, and Mary Ferguson

Absent (1): Tom Maloney

**The motion is Carried (5 to 0, 1 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: Deputy Mayor Potter

Seconded by: Mary Ferguson

THAT the Minutes of August 16, 2021 be approved as circulated, including any revisions to be made.

Yay (5): Deputy Mayor Potter, Councillor Hope, Lyn Logan, Jayne Sutherland, and Mary Ferguson

Absent (1): Tom Maloney

**The motion is Carried (5 to 0, 1 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 Survey Tool & Engagement Website Review FAF.21.161 - Manager of Communications and Economic Development Tim Hendry**

Manager of Communications and Economic Development Tim Hendry provided an overview of Staff Report FAF.21.161.

Chair Sutherland noted that the removal of the registration requirement was good as it had been a barrier to residents ability to participate. Chair Sutherland noted whether a printing function could be incorporated into the surveys. Chair Sutherland noted that she did see a benefit of the Town hiring a consultant and that she was mindful of the costs associated with that. Chair Sutherland noted the privacy statement on the Yourview site was small and noted that, given that the registration requirement was removed, whether that was less of a concern. Chair Sutherland asked whether the privacy statement would be updated and noted that the privacy statement could be made more prominent. Chair Sutherland noted that the requirement that proposed survey questions that were within the portfolio of a Committee project be reviewed by the Committee prior to Council consideration was good. Chair Sutherland noted that apart from the Community Communications Advisory Committee's strategic plan the Committee was not directly involved with other Committee of Council projects, and noted how inter-committee consultation with the Community Communications Advisory Committee would be done.

Tim noted that paper copies for surveys were always available and that there would be a button that allowed people to download and print surveys. Tim noted that the Town was looking at installation of Community Newsboxes for distribution of paper surveys in the future.

Tim advised that the estimated cost of the consultant would go through the Town's Request for Proposal process. Tim advised that the privacy statement would be updated and that the wording was generally provided by the service provider. Tim noted that there had been a clear mandate from the Chief Administrative Officer that all surveys that have been involved through the Committee process go to the Committee for feedback and are then endorsed by the Committee or supported by the Chair. Tim noted that the Committee could be more directly involved in projects through the opportunity that Chair Sutherland and Councillor Hope were creating through their work on inter-Committee communications.

Tim advised that staff were working on a quarterly work-plan review to be released to the public.

Chair Sutherland asked if the results of the surveys would be published on each project page. Tim noted that results of surveys are currently being presented to the department, the department brings back the results either through the respective Committee or back to Council for consideration. Tim noted that there had not been a clear link on a project page to display survey results and noted that a new addition to the website would include a link to survey summaries. Chair Sutherland noted that staff could provide informal updates during Committee meetings too.

Deputy Mayor Potter noted that the Internet Speed Test Challenge had received a lot of responses and noted that a lot of personal engagement had taken place to encourage participation. Deputy Mayor Potter asked if the Town would be relying less on surveys and look to more public and in-person engagement. Tim noted that prior to COVID-19, the Town had planned to bring a Town-branded tent to local events, such as the Farmer's Market and Foodland to provide opportunity to engage with the community. Tim noted that staff hoped to be able to do that soon. Tim noted that Communications staff had been working closely with the public library and Dr. Saunders regarding the model they had used for surveying and community engagement to emulate for other projects.

Moved by: Deputy Mayor Potter  
Seconded by: Councillor Hope

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.161, entitled "Survey Tool and Engagement Website Review" for information.

Yay (5): Rob Potter, Paula Hope, Lyn Logan, Jayne Sutherland, and Mary Ferguson

Absent (1): Tom Maloney

**The motion is Carried (5 to 0)**

**B.3.2 Social Media Strategy FAF.21.162 - Tim Hendry**

Communications Coordinator Carling Fee provided an overview of the Staff Report and of the Corporate Social Media Strategy presentation, including:

- Overview
- Situation Analysis
- Primary Reasons of Social Media Usage
- Ontario Municipal Social Media Usage
- SWOT Analysis on Social Media
- South Georgian Bay Social Media Landscape
- Town of The Blue Mountains Social Media Landscape
- Social Media Goals
- Our Audiences
- Our Voice
- Our Platforms
- Facebook /Why Facebook?
- Twitter / Why Twitter?
- LinkedIn / Why LinkedIn?
- Youtube
- Social Media Governance, Policy and Procedures
- Social Media Management and Procedures
- Responding to Inquiries
- Staffing Requirements
- Content Planning
- 2022 Action Plan
- Metrics and Maintaining Progress
- Question Period

Committee Member Mary Ferguson noted whether there was significant concern about monitoring the sites, and asked if staff were concerned about maintaining a balance between keeping the sites open and accessible without letting discourse disintegrate into personal issues. Carling noted that staff would be setting governance structures and policies before setting up an online presence to address questions and understanding on these issues. Carling noted that there may be limitations to the types of comments that could appear on the site. Tim

noted that this issue was part of the reason why a decision to create social media accounts should not be taken lightly. Deputy Mayor Potter noted that consideration would need to be given to how the site would handle criticism of other residents, staff and Council members.

Councillor Hope noted that the Staff Report was an excellent job by Tim and Carling. Councillor Hope noted that the Truth Corner would be beneficial.

Chair Sutherland noted she had specific questions and concerns regarding the Staff Report and the Terms of Use document.

Moved by: Deputy Mayor Potter

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee receive Staff Report FAF.21.162, entitled “2022 Corporate Social Media Strategy”; AND THAT the Community Communications Advisory Committee defers the item for discussion at a Special Committee meeting.

Yay (5): Deputy Mayor Potter, Councillor Hope, Lyn Logan, Jayne Sutherland, and Mary Ferguson

Absent (1): Tom Maloney

**The motion is Carried (5 to 0, 1 absent)**

### **B.3.3 Website Development Update FAF.21.163 - Tim Hendry**

Item B.3.3 was deferred to the October Committee meeting.

## **C. Matters for Discussion**

### **C.1 Official Plan Review - Director of Planning and Development Services Nathan Westendorp (verbal)**

Note: This item was spoken to prior to Item B.3.1

Director of Planning and Development Services Nathan Westendorp provided an overview of the Official Plan Review. Nathan noted that per the Planning Act the Town was required to update their Official Plan every 5 years to ensure it was up to date and complied with policies, best practices, and legislation. Nathan advised that the Town last completed an update to the Official Plan in 2016, and that since 2016 both the Provincial Policy Statement and Grey County Official Plan had been updated. Nathan advised that the Town was required to hold a public meeting, which was held in September and that staff had received feedback from the community. Nathan noted that a next step for staff would be to review that feedback and create a list for staff to go through. Nathan noted that the project has not launched yet as staff first needed to go through Council

to confirm what the scope of work would be. Nathan advised that once Council directed staff as to the scope of the Official Plan Review that staff would then be able to hire consultants as well as begin consultations with stakeholders, residents and Committees of Council. Nathan noted that consultation was key to the project.

Nathan advised that the next staff report to go to Council would include 3 considerations:

- The scope of work including the basics of the consultation plan;
- A Terms of Reference for the Official Plan Review Steering Committee, which would include 2 Councillors and Grey County staff; and
- Working Groups

Nathan advised that a project email would be developed so that residents, stakeholders, Council and Committee members would have a dedicated email to connect with staff. Nathan noted that the Planning Department would be working closely with the Communications Department. Nathan advised that staff had discussed attending local schools to receive valuable input from youths.

Deputy Mayor Potter asked if staff had plans to work with municipalities in Simcoe County, such as Wasaga Beach. Nathan advised that the base minimum requirements for the Official Plan update required staff to circulate to other municipalities, and noted that the Town would be going above and beyond the base minimum requirements to consult. Nathan noted that staff would reach out to bordering municipalities, as well as conservation authorities and the Ministry of Transportation.

Deputy Mayor Potter noted that the Town had many strategic plans, and asked how the strategic plans would interact with the Official Plan. Nathan noted that staff intended on reviewing and incorporating where possible the land use component of each of the Town's corporate strategic plans. Nathan noted that the Official Plan was a land use plan, not a corporate strategic plan, and that staff were compelled to review corporate strategic plans as they were supporting documents to ensure consistency.

Deputy Mayor Potter asked what the public needed to know about the Official Plan. Nathan noted that as planners they wished they could have a kitchen table chat with residents, and noted that there were several key messages that the public should know:

- Lands designated for growth in the Official Plan have been designated for decades. Town staff's job was to manage the designated land through the review and approval's project. Nathan noted that every objective required support by policy;



- Decisions made by previous Council and administration meant that current staff and Council members had limited ability to alter those decisions; and
- Nathan noted that many people can visualize the Town they would like to see built, and that planning staff were looking for ways in which they could help the community visually depict what they want the future to look like. Nathan noted that if the Committee had exposure to tools that other municipalities may have used to help residents through that process, such as a pinboard or idea board, that it would be helpful.

Nathan noted that many people can visualize the Town they would like to see built, and that planning staff were looking for ways in which they could help the community visually depict what they want the future to look like. Nathan noted that if the Committee had exposure to tools that other municipalities may have used to help residents through that process, such as a pinboard or idea board, that it would be helpful. Committee Member Mary Ferguson asked when staff would be presenting the key themes to Council for their consideration, and noted that growth and density would be a factor for many residents. Nathan advised that Council had not approved the key themes yet and that staff would be looking at growth management and density as well as identifying where and how that growth occurs.

Committee Member Lyn Logan asked whether it would be best practise for the Town Zoning By-Laws to be updated to embody the updated Official Plan, and asked if staff would be reviewing the Zoning By-Laws. Nathan noted that staff intended on conducting a Zoning By-Law Review, and that such a review was supported in the legislation.

Councillor Hope noted that climate change could be addressed as another theme within the Official Plan.

Nathan noted that he would be pleased to come back to a Committee meeting in future to receive comments and feedback, and that it would be helpful for the Committee to consider and provide input on elements of a community consultation approach to ensure the consultation process was fruitful. Nathan noted that staff were interested in granular ideas and responses from the Communication Advisory Committee on the consultation process.

Chair Sutherland noted that having a timeline on when the steps would take place would be beneficial, and noted that having a timeline on a dedicated Official Plan page on the Town's forthcoming website would be a good idea. Chair Sutherland noted that the consultation activities identified, such as the "kitchen table" talks and school outreach, are good examples of consultation to support strong public relations throughout the Official Plan process. Chair Sutherland noted that she had heard from the community a concern of whether

this would be a kitchen sink endeavour where staff would be making Official Plan changes for developments in progress, for example with the attainable housing project.

Nathan noted that staff would be looking at the entire Official Plan, and that the Town could not always change a designation depending on where the development proposal was in the process particularly if the approvals for projects had been successful. Nathan noted that staff would have a timeline once the scope of the review was determined through Council. Nathan advised that the entire project generally takes place over a period of 1-2 years.

Chair Sutherland thanked Nathan for speaking with the Committee.

Nathan left the meeting at 9:49 a.m.

**C.2 Economic Development Advisory Committee Update re Economic Development and Communications separation - Councillor Hope**

Councillor Hope noted that the Economic Development Advisory Committee (EDAC) had requested supporting data and logic to support the motion which the Communications Advisory Committee had passed at their August meeting. Councillor Hope noted that EDAC members had expressed concern that the Communications Advisory Committee had gone directly to Committee of the Whole with its' recommendation and had not consulted with EDAC.

Chair Sutherland noted she would reach out to Councillor Bordignon.

**C.3 Roundtable Updates**

- Mary Ferguson
- Councillor Hope
- Lyn Logan
- Tom Maloney
- Deputy Mayor Potter
- Jayne Sutherland

None

**C.4 Action Item Tracking**

- Update re Community Communications Advisory Committee Public Member Vacancy
  - No applications received
  - Vacancy re-advertised on September 10, 2021
  - Lyn noted that she was aware of someone that had applied.

**D. Correspondence**

None

## **E. New and Unfinished Business**

### **E.1 Additions to Agenda**

### **E.2 Items Identified for Discussion at the Next Meeting**

- Website Redevelopment Update FAF.21.163 - Manager of Communications and Economic Development Tim Hendry
- Economic Development Advisory Committee Update re Economic Development and Communications separation - Councillor Hope
- Roundtable Updates
- Action Item Tracking

## **F. Notice of Meeting Dates**

Monday October 18, 2021

Town Hall, Council Chambers (virtual)

## **G. Adjournment**

Moved by: Lyn Logan

Seconded by: Councillor Hope

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

Yay (5): Deputy Mayor Potter, Councillor Hope, Lyn Logan, Jayne Sutherland, and Mary Ferguson

Absent (1): Tom Maloney

**The motion is Carried (5 to 0, 1 absent)**