



Committee Report

Community Communications Advisory Committee

Meeting Date: February 10, 2022
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 Meeting to be considered for adoption by Council

- [Receive Minutes \(February 10, 2022\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives the Special Community Communications Advisory Committee Minutes dated February 10, 2022 as attached, for information purposes.

[C.1 Message from the Chair Re: 2021-2025 Strategic Communications Plan](#)

THAT Council of Town of The Blue Mountains receives the following recommendation from the Community Communications Advisory Committee dated February 10, 2022:

THAT the Community Communications Advisory Committee requests that staff highlight the completion and the ongoing implementation of the Town's Communications Strategic Plan, and that staff identify options to launch the plan to the public, CARRIED.



Minutes

The Blue Mountains, Community Communications Advisory Committee

Date: February 10, 2022
Time: 9:00 a.m.
Location: Town Hall, Council Chambers - Virtual Meeting
32 Mill Street, Thornbury, ON
Prepared by:
Kyra Dunlop, Acting Executive Assistant Committees of Council

Members Present: Mary Ferguson, Councillor Hope, Lyn Logan, Tom Maloney, Jayne Sutherland, Elizabeth Brims

Staff Present: Manager of Communications and Economic Development Tim Hendry and Communications 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

Chair Sutherland called the meeting to order at 9:03 a.m.

Acting Executive Assistant to Committees of Council Kyra Dunlop confirmed all members were present. Mary Ferguson joined at 9:17 a.m.

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

A.3 Approval of Agenda

Moved by: Elizabeth Brims

Seconded by: Lyn Logan

THAT the Agenda of February 10, 2022 be approved as circulated, including any additions to the Agenda.

Yay (5): Councillor Hope, Lyn Logan, Tom Maloney, Jayne Sutherland, and Elizabeth Brims

Absent (1): Mary Ferguson

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 2021-76, 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 January 24, 2022 be approved as circulated, including any revisions to be made.

Yay (5): Councillor Hope, Lyn Logan, Tom Maloney, Jayne Sutherland, and Elizabeth Brims

Absent (1): Mary Ferguson

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 2021-76 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

None

C. Matters for Discussion

C.1 Message from the Chair Re: 2021-2025 Strategic Communications Plan

Chair Sutherland noted that the released Communications Strategic Plan was in plain text and was expected to be re-formatted in keeping with other Town Strategic Plans, and would include a message from the Mayor, Chief Administrative Officer and Committee Chair. Chair Sutherland noted that the Plan was a good showcase of items that the Committee had worked on, and that the Message from the Chair highlighted work that the sub-committee had done in working with staff. Chair Sutherland welcomed comments and suggestions on the draft message.

Committee Members provided the following feedback:

- Addition of 'published authors' as well as journalists in the letter reference membership expertise;
- Good opportunity to showcase the work the Committee had done in regard to the Communications Strategic Plan.

Committee Member Lyn Logan asked if the message from the Mayor and Chief Administrative Officer had been reviewed yet. Chair Sutherland noted that she had spoken with staff on when this would be available and noted that the messaging may be similar to the messaging prepared for the Economic Development Strategy. Manager of Communications and Economic Development Tim Hendry noted that the Chief Administrative Officer's message was in the final draft stage, and that once completed the Mayor would complete his message to ensure there was not duplicated messaging. Tim advised that the final Communications Strategic Plan, including the messages, would be provided

to the Committee for their information before it was published to the Town website for the public to view, which would likely be in March or April 2022.

Committee Member Mary Ferguson joined the meeting at 9:17 a.m.

The Committee discussed options through which the Town Communications Department could highlight the Communications Strategic Plan. Tim advised that the Communications Strategic Plan had been approved by Council and that typically there was not a highlighted launch of a Strategic Plan. Tim noted that the Town's Project Page on the website included updates on Strategic Plans, and that e-newsletters also captured the completion of Strategic Plans. Lyn noted that a launch of the Town's Strategic Plans could be a good tool during the re-opening stages of the pandemic to launch the new face of the Town. Chair Sutherland noted that highlighting what has been implemented through the Plan to date, what was forthcoming, and how the Strategic Plan had addressed previous Town communications issues would be beneficial.

Moved by: Lyn Logan

Seconded by: Councillor Hope

THAT the Community Communications Advisory Committee requests that staff highlight the completion and the ongoing implementation of the Town's Communications Strategic Plan, and that staff identify options to launch the plan to the public.

Yay (5): Councillor Hope, Lyn Logan, Tom Maloney, Jayne Sutherland, and Elizabeth Brims

Absent (1): Mary Ferguson

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

C.2 Proposed Report to Council Re: Contributions of Community Communications Advisory Committee

Note: The following staff report is referenced in the Proposed Report to Council Re: Contribution of Communications Advisory Committee attached to this agenda, and the staff report is linked for ease of review: [Staff Report FAF.21.211 Committees of Council Supplementary Budget Information.](#)

Chair Sutherland noted that she had spoken with staff to receive a breakdown of the hours attributed to the Committee as stated in Staff Report FAF.21.211 Committees of Council Supplementary Budget Information which had been prepared for the Special Budget Committee of the Whole discussions in December 2021. Chair Sutherland noted she had received a verbal update from staff to date and that a full breakdown of the hours was not available yet.

Manager of Communications and Economic Development Tim Hendry advised that a report would be generated containing the hours attributed to the

Committee in conjunction with the Finance Department and Chief Administrative Officer and that a staff report would come forward at the March Committee meeting.

Chair Sutherland noted she would appreciate the Committees' views on proceeding with bringing forward the Proposed Report to Council regarding the Committees' Contributions.

It was clarified that the members were individually welcome to provide comments on the Budget during the Public Meeting, but that the Committee was welcome to present directly to Council and Committee of the Whole at any time. The Committee discussed whether bringing a deputation to Council was the most appropriate option as they wanted to preserve that portion of the agenda for individuals to provide deputations.

Councillor Hope noted that bringing a presentation to Council would serve the Committee effectively to remind Council that Communications was a consistently identified issue by every candidate in the previous election as a priority to be addressed. The Committee discussed the most effective way to set out the background of the establishment of the Committee regarding use of the Mayor's direct quote on the establishment of Committees contained in the draft Proposed Report to Council. Chair Sutherland noted that the Committee should bring forward their report to show Council what had been achieved and that she hoped the next term of Council saw value in continuing with the Community Communications Advisory Committee.

C.3 Roundtable Discussion

- Elizabeth Brims
- Mary Ferguson
- Councillor Hope
 - One vacant Council seat, interested individuals can apply and they would present for 5 minutes at a future Council meeting
 - Town proclaimed Wee Willi Winkles Day and would be held March 5, 2022.
 - Official Plan Review Steering Committee would be moving forward with bi-weekly meetings. The Communications Plan was being worked on and would include Guiding Principles and Visions, Growth Management, and Housing.
 - Council was being kept apprised of development much earlier to be able to provide feedback on projects than previously
 - 160 beds at the Errinrung Long Term Care home would include housing for staff. The purchase of the land at 125 Peel Street showed foresight as the Town now gets to choose who the provider would be. Expected completion is 2026 for the new facility.

- Lyn Logan
 - Blue Mountain Ratepayers Association (BMRA) had made a budget recommendation regarding the money spent on Committees, and the Committee should share their report and the hours review with them. Councillor Hope noted that going to the BMRA Board would be most appropriate.
- Tom Maloney
 - The Staff Report FAF.21.211 Committees of Council Supplementary Budget Information should not have been released without context and that an audit of hours should have been done. The turn-around time of 2 months to receive additional information was too long.
- Chair Sutherland
 - Targeted Engagement: Members can provide feedback on Town webpages for seniors, youth, farmers or other community groups.
 - Adding a standing item about recycling to the Quarterly Newsletter or Monthly E-Newsletter could be helpful

Mary Ferguson left the meeting at 10:42 am.

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

March 10, 2022

Town Hall, Council Chambers (virtual)

G. Adjournment

Moved by: Tom Maloney

Seconded by: Elizabeth Brims

THAT the Community Communications Advisory Committee does now adjourn at 10:41 a.m. to meet again at the call of the Chair.

Yay (5): Councillor Hope, Lyn Logan, Tom Maloney, Jayne Sutherland, and Elizabeth Brims

Absent (1): Mary Ferguson

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