



Minutes

Community Communications Advisory Committee

Meeting Date: March 18, 2019
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Administrative Assistant – Clerks & Community Services

A. Call to Order

Councillor Peter Bordignon called the meeting to order at 9:04 a.m.

Also in attendance were Committee members Deputy Mayor Odette Bartnicki, Paula Hope, Andres Paara, Jacqui Morrison, and Lyn Logan. By invitation, resident Rosemary Gosselin was also in attendance.

Town staff in attendance included Communications and Economic Development Coordinator Tim Hendry. Interim Chief Administrator Shawn Everitt joined the meeting at 9:27 a.m. and Town Clerk Corrina Giles joined the meeting at 9:34 a.m.

Regrets were sent from ex officio member Mayor Alar Soever, and Committee member John Milne.

Councillor Bordignon welcomed Committee members and provided an overview of how the Committee will run. Councillor Bordignon noted Committees of Council adhere to the Town's Procedural By-law 2018-20 and confirmed that all comments should be directed through the Chair. Councillor Bordignon advised that when motions are being considered, they will be moved, seconded, and lastly, voted on.

▪ Approval of Agenda

Moved by: Odette Bartnicki

Seconded by: Paula Hope

THAT the Agenda of March 18, 2019 be approved as circulated, including any additions to the Agenda, Carried.

B. Meeting

B.1 Introduction and Welcome

Each Committee member took a moment to introduce themselves.

Councillor Peter Bordignon noted he is an elected Councillor in The Blue Mountains for the 2018-2022 Term. He noted the importance of the Community Communications Advisory Committee ("CCAC"), both presently and in the future.

Tim Hendry noted he is the Communications and Economic Development Coordinator for the Town as of October 2018 and confirmed his prior work experience in Clearview Township. He thanked the public and Council appointees for their interest in the CCAC, noting he is looking forward to working with the group on communications initiatives.

Paula Hope noted she is a public appointee to the CCAC and advised that she ran for the 2018-2022 Term of Council. Paula noted she is an author, and former editor of The Blue Mountain Ratepayers Association Newsletter.

Jacqui Morrison advised she is a 35-year resident of The Blue Mountains and confirmed her enthusiasm to begin work on the CCAC.

Deputy Mayor Odette Bartnicki noted she is the elected Deputy Mayor in The Blue Mountains for the 2018-2022 Term. She commended the strong and diverse communications backgrounds that makeup the CCAC.

Lyn Logan advised she is a retired secondary school Office Administrator for the Toronto District School Board and noted her enthusiasm in becoming involved in the community.

Andres Paara noted he is a local realtor who has lived in The Blue Mountains full-time since 2001. Andres confirmed he was part of a Citizens' Forum Communications Task Force with a mandate of opening and enhancing communication between residents, Town staff, and Council.

B.2 Rosemary Gosselin and Betty Muise, Residents
Re: Communications from a Resident's Perspective

Resident Rosemary Gosselin spoke regarding Communications from a Resident's Perspective and commented that the CCAC is an excellent step in achieving stronger communications throughout the Town. Rosemary noted communications is key to a strong relationship between Town staff, Council, and the public, and vice versa further commenting that sincere, proactive communication, rather than reactive communication is desirable.

Rosemary advised that in February 2017, Interim CAO Shawn Everitt met with her to discuss the erosion of trust between the Town and its citizens. Rosemary further noted that the Citizens' Forum established a small sub-committee known as "Citizens' Communications Committee" to discuss with Town staff on how best to improve communications. Rosemary noted the goal is for residents to "have our say, not (necessarily) get our way". Rosemary noted the discussions with staff have been professional, respectful, and cooperative, and further thanked Town staff for their commitment to citizen engagement, specifically referencing Town staff who sought input from Citizens' Forum during the development of the new Town website.

Rosemary confirmed that the principles of accountability and transparency must be the cornerstone of communications within the Town.

Rosemary emphasized that public consultation must be sincere and lead to better outcomes and, on behalf of the Citizens' Communications Committee, wished the CCAC well.

Peter thanked Rosemary for her presentation.

B.3 Overview of Corporate Communications – Communications & Economic Development Coordinator Tim Hendry

Tim provided an Overview of Corporate Communications including: Staff Resources, Technical Resources, Proactive, Responsive, and Reactive Communications, Municipal Communications and the Communications Process, Distribution Protocol, Communications Channels and Opportunities, and examples of Town communication methods.

Tim noted there is room for opportunity and continual improvement in Corporate Communications, noting communications is a team effort. He confirmed that municipal communications are unique, because there are sometimes legal requirements that dictate the form of communication. Tim confirmed when he is developing a communications piece, he emphasizes visual appeal, and asks “If I am a resident of the Town, what would I want to know?”.

Tim highlighted the varied audiences that municipalities must cater to including, rural and urban, social media users, and those who do not use social media, and other socio-cultural factors, and demographics. Tim noted that municipal communications cover a wide array of topics, and are sometimes faced with poor public perception, or lack of interest.

Tim confirmed the CCAC is an excellent public engagement platform and reminded members to bring their thoughts and ideas forward for consideration.

Peter noted the Tax Insert Newsletter is an excellent way of communicating with residents. Jacqui questioned how often the Community Guide will be updated. Tim confirmed the original intent was for the Town to release two (2) Community Guides per year, but advised this may be reconsidered.

Odette advised the group that Tim is split between communications and economic development, and also sits on a number of Committees of Council. Odette noted her appreciation of Tim and his efforts.

Peter thanked Tim for his presentation.

B.4 Terms of Reference Review

Peter provided an overview of the Terms of Reference for the CCAC. He reiterated the Committee follows the Town’s Procedural By-law and the current membership term is concurrent with Council, plus an additional six (6) months. Peter noted the group will be developing a Communications Plan that will determine the course of communications, and communications initiatives. Peter pointed out quorum for the CCAC is 4 members and emphasized the importance for Committee members to try to attend each meeting.

Odette noted the existing Terms of Reference has some redundancies in its Purpose, Vision, and Mandate. She noted that if CCAC members have specific feedback, or suggested revisions, the Terms of Reference can be reviewed at a future meeting.

Andres noted the Terms of Reference focuses on external communications when there should also be consideration of improving internal communications.

Peter confirmed that if members have specific feedback on the Terms of Reference document, the feedback should be directed to Recording Secretary Sarah Merrifield. Peter noted that any amendments to the Terms of Reference would need to be approved by Council.

**B.5 Town Clerk Corrina Giles
Re: Overview of Town's Procedural By-law 2018-20**

Town Clerk Corrina Giles provided an overview of the Town's Procedural By-law 2018-20. Corrina noted the Recording Secretary will make a Call for Agenda Items during which time, members can request additions to the Agenda, upon approval by the Chair. Corrina advised the Agenda is posted to the website and noted the importance of ensuring the Agenda is not modified at the meeting to ensure the public knows, in advance, the matters being discussed.

Corrina highlighted the requirement for quorum and noted that informal meetings are not permitted in the event quorum is not obtained. If quorum is not present within 15 minutes of the hour appointed for the meeting, the meeting is cancelled.

Corrina confirmed CCAC minutes must go to Council once they are approved by the Committee, and confirmed approved minutes are uploaded to the Town's website.

Peter thanked Corrina for her presentation.

B.6 Discussion and Appointment of a Chair for the Community Communications Advisory Committee

The group discussed the length of time each CCAC Chair should be appointed for. The Terms of Reference document does not specify whether the Chair appointment is for the duration of the 2018-2022 Term or broken into three equal terms of eighteen (18) months.

The group agreed it is preferable to have multiple CCAC Chairs and noted the term should be specified in the Terms of Reference.

Paula Hope put forward the following motion:

Moved by: Paula Hope

Seconded by: Odette Bartnicki

THAT Andres Paara be appointed as the Chair of the Community Communications Advisory Committee for the first term of the Committee pending revision to the Terms of Reference, Carried.

B.7 Meeting Schedule

Sarah Merrifield noted that the CCAC should standardize its meeting date and time each month moving forward to ensure consistency. Presently, the suggested meeting schedule is the third Monday of the month at 9:00 a.m.

Several members are unable to accommodate the next suggested meeting date of April 15, 2019 and suggest Monday, April 29, 2019 as an alternative. It is agreed that the meeting schedule will be discussed further at the next CCAC meeting.

C. Upcoming Meeting Dates

The next meeting date will take place April 29, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

D. Adjournment

Moved by: Jacqui Morrison

Seconded by: Paula Hope

THAT the Community Communications Advisory Committee does now adjourn at 10:25 a.m. to meet again April 29, 2019 or at the call of the Chair, Carried.