



The Town of The Blue Mountains
Community Communications Advisory Committee
Sub-Committee Report:
Building the Town's Email Distribution List

May 27, 2019

Agenda

1. Mandate
2. Achieving the Mandate
3. E-mail Address Sources
4. Sample Letter
5. CASL Compliance
6. Considerations
7. Recommendation
8. Next Steps



Mandate

- ✓ As per the motion passed at the April 27, 2019 meeting of The Town of The Blue Mountains Community Communications Advisory Committee:

A sub-committee be struck to investigate how we may increase our e-mail subscription rate for the Town of The Blue Mountains



Achieving the Mandate

- ✓ Engage residents with requests for their email addresses, by
 - Direct Mail
 - Paid advertisements in Local Media (e.g., *The Review*, *Thornbury Paper*, *Collingwood Today*, *Meaford Express*, Radio)
 - Seek participation of local clubs, associations, community services, etc.
 - Call to action on Town website Home Page



E-mail Address Sources

- ✓ Golf Clubs
- ✓ Churches
- ✓ Ski Clubs
- ✓ Citizens' Forum
- ✓ Blue Mountain Ratepayers Association
- ✓ Chamber of Commerce
- ✓ Business Improvement Association
- ✓ Art Groups
- ✓ TBM CCAC Newsletter
- ✓ Notice on Chamber of Commerce sign (\$80/mth)
- ✓ Sign-up cards throughout Town Hall
- ✓ Encourage local merchants & bars to include a link to registration form on their websites
- ✓ Schools
- ✓ Encourage sign-up with Posters throughout TBM
- ✓ Real Estate Companies
- ✓ Merchants
- ✓ "Table at Foodland"
- ✓ Digital sign at Foodland
- ✓ Beaver Valley Outreach
- ✓ Thornbury Yacht Club
- ✓ Library
- ✓ Agricultural Groups
- ✓ Blue Mountain Village Association
- ✓ Current & past TBM e-mail address lists (pending legal review)

What are the other sources to consider?



Sample Letter

- ✓ Staff to be directed to draft letter along the following lines:

Dear resident:

I am writing to encourage you to sign up today for the TBM email updates.

The town writes and deploys emails on a wide variety of subjects of local importance.

In order to stay abreast of local news and points of interest, I encourage you to sign up today.

Etc.,

- ✓ Points of reference in the letter to include:
 - Committed to building an informed and engaged community
 - Committed to ensuring ongoing dialogue between you and your elected representatives
 - Ensuring best-of-class communications practices
 - Keep the commitment made to you during the 2018 campaign
 - Ensure that all communications are compliant with permission-based, anti-spam legislation
 - Ensure that TBM is respecting the environment by minimizing its reliance on print communications
- ✓ Letter to go out over the Mayor's signature



CASL Compliance

- ✓ Review sub-committee proposals against letter from TBM Lawyer Harold Elston
- ✓ Ensure that the Community Communications Advisory Committee has access to legal advice with experience in the field of Municipal Electronic Communications



Considerations

- ✓ Employ incentives against all efforts
 - Dinner with the Mayor
 - Dinner with Council Members
 - Gift Certificates for local restaurants/merchants
 - Copies of regional documents of current interest; e.g., Official Plan, Library Strategic Plan, etc.



Recommendation

- ✓ Deploy a postcard mailer with Call for Action Letter as outlined above
- ✓ Distribute through Canada Post to the 5,600 full-time residents as determined by current Town practices
- ✓ Estimated cost: \$5,000 per mailing
- ✓ Print enough cards for three consecutive monthly mailings & distribution at local merchants, restaurants, etc.



Next Steps

- ✓ Council vote to approve CCAC Terms of Reference
- ✓ Introduce Motion to move forward with postcard mailer
- ✓ Flesh out list of e-mail address sources
- ✓ Complete “Letter of Engagement” & deploy
- ✓ Review CCAC Newsletter option
- ✓ Review “bought media” options
- ✓ Ensure that the CACC is actively pursuing the objectives outlined in its Terms of Reference in a timely manner

