



# Staff Report

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## Administration

**Report To:** Committee of The Whole  
**Meeting Date:** June 10, 2019  
**Report Number:** FAF.19.087  
**Subject:** Community Communications Advisory Committee Revised Terms of Reference  
**Prepared by:** Shawn Everitt, Interim Chief Administrative Officer

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### A. Recommendations

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THAT Council receive Staff Report FAF.19.087, entitled "Community Communications Advisory Committee Revised Terms of Reference";

AND THAT Council approve the revised Community Communications Advisory Committee Terms of Reference as presented in Attachment 1 of Staff Report FAF.19.086.

### B. Overview

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This staff report provides Council with a revised Terms of Reference for the Community Communications Advisory Committee following direction received at the May 27, 2019 Community Communications Advisory Committee Meeting.

### C. Background

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During its first meeting in March, the Community Communications Advisory Committee ("CCAC") reviewed and recommended changes to its Terms of Reference. From this direction, staff have made the requested changes for consideration.

### D. Analysis

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The Terms of Reference for the CCAC has been revised as follows:

1. Updated to the new Terms of Reference template, including the standard headings within;
2. Simplified Purpose Statement and Mandate with reference to internal and external communications, and flexibility regarding community involvement;
3. Robust Meeting Details, Agenda, Minutes and Procedure, per the updated Terms of Reference template;
4. Reference to Related Policies & Training Requirements.

The fully revised Terms of Reference was approved by CCAC at the May 24, 2019 meeting through the following motion:

THAT the Community Communications Advisory Committee approve the revised Terms of Reference for the Committee and forward the same to Council for final review and approval for further review in October 2019, **CARRIED**.

Staff are recommending that Council approve the revised Terms of Reference, as endorsed by the CCAC and provided as Attachment 1 to this report. The CCAC has committed to further review of the Terms of Reference in October 2019 once additional information is known regarding the communications initiatives the CCAC will undertake. The existing Terms of Reference for the CCAC is included as Attachment 2 for ease of reference.

## **E. The Blue Mountains Strategic Plan**

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Goal #1: Create Opportunities for Sustainability

Objective #1 Retain Existing Business

Objective #2 Attract New Business

Objective #3 Promote a Diversified Economy

Objective #4 Support Value-Added Agriculture and Culinary Tourism

Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Objective #2 Use Technology to Advance Engagement

Objective #3 Strengthen Partnerships

Goal #3: Support Healthy Lifestyles

Objective #1 Promote the Town as a Healthy Community

Objective #4 Commit to Sustainability

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #1 To Be an Employer of Choice

Objective #2 Improve Internal Communications Across our Organization

Objective #3 To Consistently Deliver Excellent Customer Service

Objective #4 To Be a Financially Responsible Organization

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

## **F. Environmental Impacts**

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N/A

## **G. Financial Impact**

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N/A

## **H. In consultation with**

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Community Communications Advisory Committee

Communications and Economic Development Coordinator

Executive Assistant Committees of Council

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, [cao@thebluemountains.ca](mailto:cao@thebluemountains.ca).

## **J. Attached**

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1. Draft Revised Terms of Reference – Community Communications Advisory Committee, dated May 2019
2. Existing Community Communications Advisory Committee Terms of Reference

Respectfully submitted,

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Shawn Everitt  
Interim Chief Administrative Officer

For more information, please contact:  
Shawn Everitt, Interim CAO  
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#### 4. MEMBERSHIP / VOTING

The Community Communications Advisory Committee will be comprised of up to seven (7) members who are appointed by Council for a term that runs concurrently with Council plus and additional six (6) months post-election.

Composition is noted below:

##### **Voting Members:**

- Five (5) members of the Public at Large – members must be a resident of the Town of The Blue Mountains
- Two (2) Council representatives to be selected by Council
- Mayor as ex officio

Openings for the membership shall be publicly advertised as appointment opportunities arise.

##### **Non-Voting Members:**

- Chief Administrative Officer as ex-officio
- Communications and Economic Development Coordinator
- Department Directors/Managers, as requested by the CCAC
- Administrative Assistant

##### **Members will:**

1. Demonstrate a strong interest and commitment to fostering communications within the Town;
2. Help further the goals of the CCAC through provision of input based on professional expertise;
3. Commit to full participation in regularly scheduled day-time meetings;
4. Commit to significant preparation for meetings via agenda review including previous minutes and all documentation;
5. Make recommendations in the most collaborative and collective manner possible;
6. Participate as a leader, capable of taking an ambassador role within the community in support of decisions made by the CCAC and by Council.

#### 5. QUORUM

Quorum for the CCAC, per the standards of the *Municipal Act, 2001*, is 4 voting members, which must include at least one (1) Council representative and three (3) members of the Public, regardless of the total number of members in attendance.

Council representatives appointed to the CCAC count towards quorum. The Mayor is an ex-officio member of the committee. The Mayor as ex-officio does not count towards quorum but does have the right to vote and make motions.

## **6. SUB-COMMITTEE**

Should the CCAC feel a sub-committee is required to deal with specific issues, such sub-committees shall be ad hoc in nature, with specific, clearly articulated mandates and timelines. Membership on sub-committees may include additional individuals with specific expertise who are not Council-appointed CCAC members. Sub-committees must include a member of Council in their composition and shall be composed such that a quorum of the membership is not met (maximum sub-committee membership of quorum minus 1). Sub-committees will not have the support of the Administrative Assistant and will provide an accessible report on sub-committee matters to the CCAC on a minimum of a quarterly basis.

## **7. REMUNERATION**

No compensation shall be provided to members of the CCAC for their participation.

## **8. MEETING DETAILS, AGENDA, MINUTES & PROCEDURE**

The CCAC will meet monthly on the third Monday of the Month at 9:00 a.m. Additional meetings of the CCAC may be called by the Chair.

The Administrative Assistant shall send out meeting invites to all CCAC members and post notice of the meeting to the Town's website.

The Call for Agenda Items will be circulated with the meeting invitation along with a deadline for quorum to be obtained. Agenda items shall be set by the Committee Chair, in consultation with and under approval of the Chief Administrative Officer. Members who wish to include an item on the Agenda shall contact the Chair for consideration. If quorum is not obtained by the deadline indicated, the meeting shall be cancelled. In the event quorum is obtained by the deadline but the CCAC does not have quorum the day of the meeting within fifteen (15) minutes after the hour appointed the meeting shall be cancelled.

Meetings may be held in the Council Chambers at the Town Hall, 32 Mill Street Thornbury. If the Council Chambers are not available an appropriate alternative location will be selected. Committee Chairs shall be appointed for a term of eighteen (18) months for a total of 3 Chair appointments for the 2018-2022 Term of Council. The final term cannot be Chaired by a member of Council. All meetings are open to the public. Committee meetings are not live streamed, nor video and voice recorded.

Minutes will be kept by the Administrative Assistant who will distribute the minutes to all of Council in accordance with Town practice. All meetings shall be conducted in accordance with the Town's Procedural By-law 2018-20.

The Terms of Reference is a living document and will be reviewed once per term of Council at a minimum and may be revised as required by approval of Council.

## 9. RELATED POLICIES & TRAINING REQUIREMENTS

POL.COR.07.07 Code of Conduct for Members of Council

POL.COR.17.04 Accessibility Standards for Customer Service

POL.COR.18.04 Protocol Policy for Complaints Related to Council Members and Local Boards

POL.COR.18.08 Workplace Violence & Harassment Policy

POL.COR.18.10 Social Media Policy

POL.COR.19.02 Council Staff Relationship Protocol

[Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c.11](#)

[Municipal Conflict of Interest Act, R.S.O. 1990](#)

[Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990](#)

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# Community Communications Advisory Committee

## TERMS OF REFERENCE

### 1. PURPOSE

The Community Communications Advisory Committee is an advisory committee of Council with a mandate to foster collaborative engagement between residents and the Town of The Blue Mountains. The term will be concurrent with the term of Council plus an additional six (6) months post-election of the Community Communications Advisory Committee and will focus on external communication processes, enhancements and may include the development and completion of a Communication Strategic Plan that would include extensive public consultation and consider external communications for the Town.

### 2. MANDATE

The mandate of the Community Communications Advisory Committee is to:

- Assist, in an advisory capacity, Council and Staff on matters relating to Town communication;
- Attend regular monthly meetings of the Community Communications Advisory Committee to contribute to its communications work;
- Learn about all policy and advocacy work of the Community Communications Advisory Committee to ensure maximum effectiveness;
- Help further the goals of the Community Communications Advisory Committee and the Town through provision of input based on professional expertise;
- The Community Communications Advisory Committee make recommendations in the most collaborative and collective manner possible, recognizing that all members may not agree, nor may Town Council who have final responsibility for Town policies;
- Direct and advise on a work-plan for the Community Communications Advisory Committee and establish a course of action in proceeding with a Communication Strategic Plan beginning in the second quarter of 2019.

To accomplish its mandate, the Community Communications Advisory Committee will:

- Provide advice and recommendations to Council through Town staff to ensure successful dialogue and engagement with residents;
- Cultivate a positive community-wide culture of engagement and dialogue among residents, staff and Council;
- Contribute to the development of a Communication Strategic Plan for the Town;



- Ensure that communication regarding key activities and processes in the Town are provided for the community;
- Oversee with Town staff the development of policies and plans in support of the communication strategy.

### **3. DEVELOP A VISION**

A key objective of the Community Communications Advisory Committee is to collaborate on creating a vision for long term and evolving community engagement.

### **4. SUPPORT SERVICES**

Administrative support for the Community Communications Advisory Committee will be provided by the office of the Chief Administrative Officer.

### **5. ACCOUNTABILITY**

The Community Communications Advisory Committee is accountable to Council and shall report on a quarterly basis through the Committee of the Whole process to update on activities. Council may request update reports at any time on specific projects or initiatives.

#### **Support for Decisions:**

Consensus is the goal for all committees; however, this is not always possible. Community Communications Advisory Committee members are expected to support majority decisions made by the Committee, even decisions made in the absence of any individual Community Communications Advisory Committee member (for example, absence due to schedule conflict).

### **6. MEMBERSHIP / VOTING**

The Community Communications Advisory Committee will be comprised of up to seven (7) members. The composition is as follows:

- Five (5) members of the Public at Large – members must be a resident of the Town of The Blue Mountains
- Two (2) Council representatives to be selected by Council
- Mayor as ex officio

#### **Non-Voting Members:**

- Communications and Economic Development Coordinator
- Chief Administrative Officer
- Administrative Assistant

Quorum must be a majority of the total number of appointed members and at least one (1) member of Council must be in attendance regardless of the number of members in attendance.

## **Sub-Committee(s):**

Should the Community Communications Advisory Committee feel a sub-committee is required to deal with specific issues, such sub-committees shall be ad hoc in nature, with specific, clearly articulated mandates. All sub-committees shall be reviewed annually to determine whether they need to continue. Membership on sub-committees may be expanded to include individuals who are not Community Communications Advisory Committee members, to take advantage of individual expertise.

## **Guests of the Committee:**

From time-to-time and as required, the Advisory Committee may wish to host a guest or guests for a variety of reasons; primarily to bring insight or expertise on a one-time or short-term basis to the committee to augment existing skills and experience of members. Community Communications Advisory Committee members are encouraged to be proactive in ensuring that they are adequately prepared on the relevant issues being discussed by a guest, and to ask probing questions or provide reasoned and researched feedback.

## **Priority Setting Role:**

Staff will help the Community Communications Advisory Committee, through research, consultation and other measures, to establish communications priorities. Staff will also assist and provide advice in determining the human resource and technical support services that may be required to effectively develop and action all communication priorities.

## **7. TERM**

The Community Communications Advisory Committee will be concurrent with the term of Council, plus an additional six (6) month post-election term for excluding members of Council. This allows for the Advisory Committee to continue during the post-election period and allow for the re-appointment process to take place and the appointment of new Advisory Committee members.

## **8. REMUNERATION**

No compensation shall be made to members of the Community Communications Advisory Committee for their participation.

## **9. AGENDA, MINUTES & PROCEDURE**

Agenda items will be set by the Chief Administrative Officer or the Communications and Economic Development Coordinator, in consultation and approval of the chair.

Minutes will be kept by the Administrative Assistant who will distribute the minutes to all of Council in accordance with the Town practice.

All meetings shall be conducted in accordance with Town of The Blue Mountains Procedural By-law.