



Minutes

Community Communications Advisory Committee

Meeting Date: May 27, 2019
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: Tim Hendry, Communications & Economic Development Coordinator

A. Call to Order

Andres Paara called the meeting to order at 9:02 a.m.

Also in attendance were Deputy Mayor Bartnicki, Councillor Bordignon, Paula Hope, Jacqui Morrison, John Milne, and Lyn Logan. Town staff in attendance were Interim Chief Administrative Officer Shawn Everitt, and Communications and Economic Development Coordinator Tim Hendry.

▪ Approval of Agenda

Moved by: Jacqui Morrison

Seconded by: Peter Bordignon

THAT the Agenda of May 27, 2019 be approved as circulated, including any additions to the Agenda, Carried.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2018-20, 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

▪ Previous Minutes (April 29, 2019)

Moved by: Lyn Logan

Seconded by: Jacqui Morrison

THAT the Minutes of April 29, 2019 be approved as circulated, including any revisions to be made, Carried.

B. Deputations / Presentations

B.1 Presentation: Sub-Committee Report from Lyn Logan, Paula Hope, and John Milne Re: Building the Town's Email Distribution List

John Milne, Lyn Logan, and Paula Hope reviewed the presentation regarding Building the Town's Email Distribution List. The group discussed the Sub-Committee's Mandate, being to investigate the ways to increase email subscription rate for the Town of The Blue Mountains. The sub-committee noted residents can be engaged in a number of ways including: direct mail, paid advertisements in local media, through seeking out participation by local clubs, associations, community services, and by placing a call to action on the Town's website. It was noted the Town could circulate a letter from the Mayor to residents as a possible method of outreach. The need for Canadian Anti-Spam Legislation ("CASL") compliance was noted.

Deputy Mayor Bartnicki advised that a write-up to subscribe for news could be included in the tax newsletter that is finalized in July. John noted the Committee must remember that email communications are important but are not the only method of outreach. The group discussed whether a survey regarding methods of communication could be circulated to understand how residents and stakeholders wish to be communicated with. Interim Chief Administrative Officer Shawn Everitt highlighted the outreach that has occurred for the June 2019 Service Delivery Review session. Shawn advised that a number of different communications methods have been utilized to boost community awareness of the Service Delivery Review to determine the effectiveness of multiple ranges of outreach.

Andres thanked the Sub-Committee members for their presentation.

B.2 Presentation: Tim Hendry, Communications and Economic Development Coordinator Re: Website Analytics

Tim Hendry provided a presentation regarding website analytics. Tim noted that website analytics exist for the Town's website from November 1, 2018 to present. Tim reviewed definitions relating to website analytics including: new users, users, sessions, page views, and bounce rate. He further advised the average number of monthly website users is 5,285 which results in the average daily users being 228. Tim provided an overview of the user demographic including the country the user originates from and the operating system which shows a trend towards mobile application. Tim noted the most visited pages on the website, the website traffic sources, and provided an overview of the Town's "bounce rate" which totals 56.80%. Tim reiterated the bounce rate refers to the number of users that enter a site, and then leave after viewing just a single page.

It was noted this information can be very useful when trying to determine the optimal method for communicating with residents and stakeholders.

Moved by: Paula Hope

Seconded by: John Milne

THAT the Community Communications Advisory Committee directs staff to provide quarterly reporting on website analytics, including historical variances, for the Town of The Blue Mountains website, Carried.

C. Staff Reports

C.1 Key Communication Priorities, FAF.19.089

Moved by: Peter Bordignon

Seconded by: Paula Hope

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.089, entitled “Key Communications Priorities”;

AND THAT the Community Communications Advisory Committee endorses the development of a Request for Proposal for public engagement software on a 6-month trial basis with a funding source identified by Town staff and a staff report brought to Committee of the Whole for Council consideration by July 3, 2019, if necessary, Carried.

Moved by: John Milne

Seconded by: Paula Hope

THAT the Community Communications Advisory Committee directs the sub-committee consisting of John Milne, Paula Hope, and Lyn Logan to focus on the development of a draft Communications Plan Executive Summary, including associated communications priorities, for the Committee’s consideration, Carried.

D. New and Unfinished Business

D.1 Terms of Reference Review

Moved by: Peter Bordignon

Seconded by: Odette Bartnicki

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.

D.2 Follow-up regarding Canadian Anti-Spam Legislation research (AMO and FCM) – Tim Hendry, Economic Development and Communications Coordinator

Tim noted the Association of Municipalities in Ontario and the Federation of Canadian Municipalities do not offer an opinion regarding Canadian Anti-Spam Legislation (“CASL”). Tim noted he will provide a follow-up staff report to the Committee subsequent to receiving a legal opinion on the matter of CASL.

D.3 Town Policies and Legislation Acknowledgement

It was noted that all Committee members received a package of applicable Town policies and legislation. All Committee members will sign a document acknowledging receipt of the material, with the understanding that Committee training will be scheduled at a later date.

E. Public Comment Period

D.1 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2018-20 fifteen minutes is allotted at the Meeting to receive public comments regarding Community Communications Advisory Committee matters. 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 that are a follow-up to a Public Meeting.

None.

F. Upcoming Meeting Dates

The next meeting date will take place June 17, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

G. Adjournment

Moved by: John Milne

Seconded by: Paula Hope

THAT the Community Communications Advisory Committee does now adjourn at 11:07 a.m. to meet again June 17, 2019 or at the call of the Chair.