



The Town of The Blue Mountains  
Community Communications Advisory Committee  
Working Group Report:  
*Identifying Town Communications Priorities*

*July 15, 2019*

In an effort to cultivate a positive community-wide culture of engagement, the working group comprised of Paula Hope, Lyn Logan and John Milne met on July 2, 2019, with three members of our community: Liz Ardiel, Jim Torrance and Paul Williams.

#### AGENDA:

- 1) Mandate - To identify Town communications priorities.
- 2) What does the Town of The Blue mountains mean to you?
- 3) Consider a new Vision Statement.
- 4) What are the top three things you rely on the Town for?
- 5) What do you think the Town's communications efforts should be focussing on?



# What does the Town of The Blue Mountains mean to you?

Everyone's happy place

Wonderful sense of  
community

Away with proximity

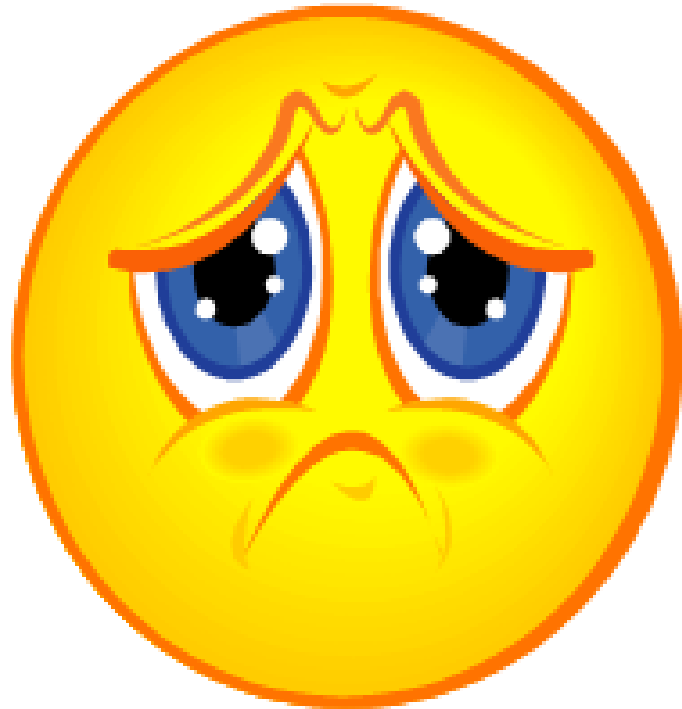
4 Seasons

Peaceful atmosphere

Beautiful, easy pace



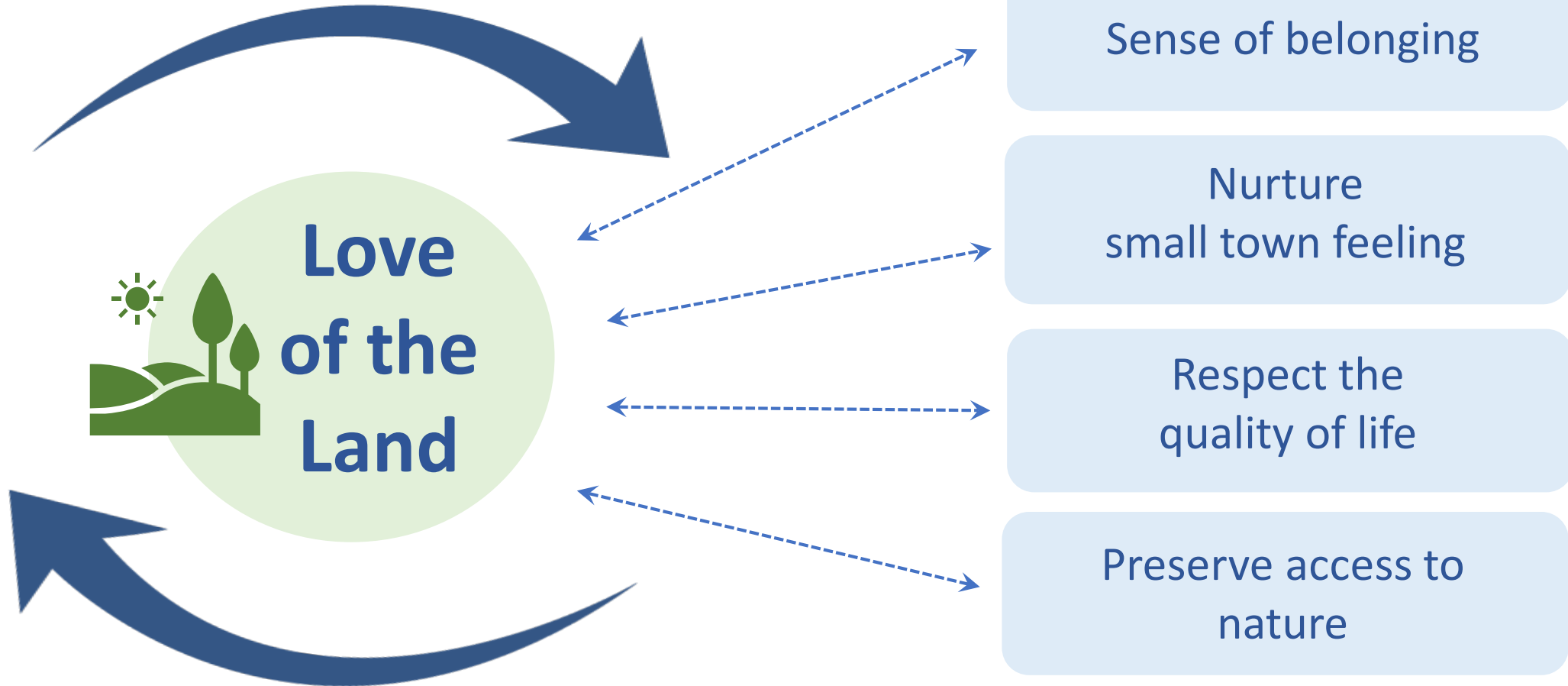
# CURRENT VISION STATEMENT



The Vision Statement describes a picture for the future; a sense of what makes the Town of The Blue Mountains special and unique. It represents a significant challenge and will require the Town to make a focused and direct effort to achieve. The Vision should stimulate leadership activity, commitment and participation beyond the Town's current leadership.

- **THE TOWN OF THE BLUE MOUNTAINS – Encompassing the best of Ontario experiences. A complete community designed to last, where opportunities abound.**

**Consider a New Vision Statement that embraces the following principles:**





# Top three things you rely on the town for:

## Water management

Fresh water

Storm water

Waste water

Grave concerns about Clarksburg water

## Effective operations & budget control

Appropriate staffing levels

Garbage/landfill planning

Street maintenance & snow removal

Community Recreation Centre expansion

Working relationships with other levels of governments to maximize opportunities

## Responsible management of growth

Managing & expanding outdoor areas

Useful and effective Communications summaries

More public beaches

Keeping residents informed of planning and development projects

Transportation system management





# What do you think the Town's communications efforts should focus on?

## Define All Target Markets and Their Characteristics

Town communications should be aligned to its communities.

A newsletter is the best tool for meaningful engagement with our community. Start off with a paper copy, with a goal towards full electronic distribution once database of e-mail addresses is achieved.

More organized resources and funding assigned to communications.

Define communication objectives, tools chosen accordingly.

More group strategy sessions.





# In achieving our mandate, we have identified the following Communications priorities:

- 1) Research target audiences and their characteristics.
- 2) Allocate more funding and organized resources to Communications. e.g. research, newsletter, preparation of the new Vision Statement.
- 3) Create a meaningful Vision Statement for the TOBM which reflects the passion that the community feels. Explore conducting a Graphic Facilitation session with members of our community. Consider incorporating the New Vision Statement in all Town communications.
- 4) Conduct more working group sessions with members of our community.

