



Minutes

Community Communications Advisory Committee

Meeting Date: June 17, 2019
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

Andres Paara called the meeting to order at 9:00 a.m. with Committee members Lyn Logan, John Milne, Jacqui Morrison, and Councillor Peter Bordignon in attendance. Also in attendance were Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore, and Communications and Economic Development Coordinator Tim Hendry.

Regrets were sent from Committee members Deputy Mayor Odette Bartnicki, and Paula Hope.

▪ Approval of Agenda

Moved by: Lyn Logan

Seconded by: Jacqui Morrison

THAT the Agenda of June 17, 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 (May 27, 2019)

Moved by: John Milne

Seconded by: Peter Bordignon

THAT the Minutes of May 27, 2019 be approved as circulated, including any revisions to be made.

B. Deputations / Presentations

None

C. Staff Reports

C.1 Communication Strategy Funding Information, FAF.19.102

Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore provided a high-level summary of report FAF.19.102 Communication Strategy Funding Information. Sam noted the funding source for the Communications Strategy is Development Charges, meaning that only expenses that contribute to the development of the project are eligible. Expenses related to the implementation of the Communications Strategy are ineligible.

Moved by: Peter Bordignon

Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.102 entitled "Communication Strategy Funding Information" for information purposes, Carried.

Sam left the Committee meeting at 9:11 a.m.

C.2 Canadian Anti-Spam Legislation Update, FAF.19.107

Communications and Economic Development Coordinator Tim Hendry noted the Town sought a legal opinion regarding the Town's obligations for commercial electronic messaging as it relates to Canadian Anti-Spam Legislation ("CASL"). Tim noted CASL is complex legislation, and noted the Town must employ strong practices when it releases commercial electronic messaging. Staff report FAF.19.107 Canadian Anti-Spam Legislation Update provides context for CASL that will be useful to the Committee moving forward. Lyn Logan noted the Town can review third party, CASL-compliant software that is available to municipalities. John noted the Town could consider encouraging to the Federal Government to request CASL exemption, the same way the Provincial and Federal levels of government are exempt.

Moved by: Jacqui Morrison

Seconded by: John Milne

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.107, entitled "Canadian Anti-Spam Legislation Update" for information, Carried.

C.3 Website Analytics Benchmark, FAF.19.108

The Committee discussed the need to consider editing the website's error message to include a contact form if individuals are unable to find the resource sought. Tim noted he will review this request with IT staff and follow-up with the Committee. John Milne requested the tables included in the Website Analytics Benchmark report include a Variance column moving forward.

Moved by: John Milne

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.108, entitled “Website Analytics Benchmark” for information;

AND THAT the Community Communications Advisory Committee approves the website analytics and benchmark reporting format as presented within this report;

AND THAT the Community Communications Advisory Committee directs staff to provide a quarterly report on the www.thebluemountains.ca website analytics, Carried.

D. New and Unfinished Business

D.1 Follow-up regarding a Sub-Committee following the direction at the May 27, 2019 CCAC Meeting, including consideration of a Working Group

The Committee discussed the difference between a “working group” and a “sub-committee” and noted a working group does not need to include a member of Council, but a sub-committee does. Both groups cannot be composed such that a quorum of the Committee is obtained. It was clarified that formal Committee meetings are necessary when furthering Committee business to ensure transparency and accountability in accordance with the Town’s practices.

D.2 Communications Strategy Update

The sub-committee, now deemed a “working group” tasked with considering the executive summary for the Communications Strategy, including communications priorities, provided an Action Plan for the Committee’s consideration which included a multi-platform approach to communications. The working group recommended the establishment of success metrics by which to gauge effectiveness. John noted the Information 101 Workshops could be a large amount of work with little community uptake.

The Committee discussed the June 22, 2019 Service Delivery Review meeting. It was noted StrategyCorp, the meeting facilitator, will be actively soliciting feedback regarding several themes, which may provide insight into communications. Tim advised he will ensure a CASL-compliant sign-up form is available at the Service Delivery Review meeting.

The Committee discussed several municipalities that utilize a call system where callers are directed to an operator who can answer key inquiries without needing to transfer the call. Tim noted if the Town were to establish a call system, there would be considerable staff time upfront developing the customer service manual to help support that position.

Moved by: Lyn Logan

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee directs staff to proceed with a postcard mailer to increase email subscription, Development Charge budget-permitting, Carried.

Moved by: John Milne

Seconded by: Peter Bordignon

THAT the Community Communications Advisory Committee directs the existing working group to bring back recommendations regarding the Top 3 Communications Priorities for the Committee's consideration and approval;

AND THAT as part of the development of the Town's Communications Strategy, staff follow-up with the Committee with a report, including funding options, for a six-month trial newsletter, to be circulated both digitally and in print, which includes a survey to obtain the public's feedback on preferred methods of communication, Carried.

D.3 Follow-up regarding Public Engagement Software Request for Proposal Funding Source

Moved by: Peter Bordignon

Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee directs staff to proceed with a six-month trial purchase agreement with the preferred vendor totaling \$7,500 to be funded by Development Charges through the Communications Strategy budget, Carried.

D.4 Council Meeting at Blue Mountain Resort

Tim noted at the February 20, 2019 Council meeting, the following motion was passed:

THAT Council request Staff work with the Communications Committee and together with that Committee, provide a report to Council by the end of May, 2019 on options and associated costs that the Council may consider regarding the holding of a formal Council meeting in the Blue Mountain Resort Village area before the end of the calendar year 2019, Carried.

Tim shared with the Committee that he will be bringing a report to Committee of the Whole July 3, 2019 recommending the October 21, 2019 Council meeting be held at Blue Mountain Resort. Tim noted the meeting will not be livestreamed, but will be recorded and posted to the website following the meeting. Tim noted the cost associated with this meeting is \$3,733.66 which includes the room rental, and audio/video requirements. Tim confirmed this cost will be covered by the Council meeting expense budget. The Committee noted the need to ensure strong advertising of the event if approved by Council.

D.5 Corporate Media Relations Policy

Tim noted he is currently reviewing the Town's Corporate Media Relations Policy which must be done in conjunction, and even in advance of, the Town's Communications Strategy. Tim confirmed he will bring a report to the next Committee meeting with an update on the Policy.

D.6 Town Policies and Legislation Acknowledgement

E. Public Comment Period

E.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 July 15, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

G. Adjournment

Moved by: John Milne

Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee does now adjourn at 10:47 a.m. to meet again July 15, 2019 or at the call of the Chair, Carried.