



Agenda

Community Communications Advisory Committee

Meeting Date: September 16, 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

- **Approval of Agenda**

Recommended (Move, second)

THAT the Agenda of September 16, 2019 be approved as circulated, including any additions to the Agenda.

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.

- **Previous Minutes (July 15, 2019)**

Recommended (Move, second)

THAT the Minutes of July 15, 2019 be approved as circulated, including any revisions to be made.

B. Staff Reports and Deputations

B.1 Deputations, if any

None.

B.2 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 included on the Agenda. 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.

B.3 Staff Reports, if any

B.3.1 2020-2022 Budget, FAF.19.153

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.153, entitled “2020 – 2022 Budget”;

AND THAT the Community Communications Advisory Committee advise staff what to include for Council consideration in the 2020, 2021, and 2022 proposed budgets.

B.3.2 Costing Estimate for Communications Strategy Advertisement, FAF.19.160

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.160 entitled “Costing Estimate for Communications Strategy Advertisement”;

AND THAT the Community Communications Advisory Committee recommends that staff proceed with the Communications Survey Campaign using _____, and _____ as the methods of distribution.

AND THAT the Community Communications Advisory Committee endorses the postcard format and design as explained within this report.

B.3.3 Corporate Media Relations Policy Information Report, FAF.19.157

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.157, entitled “Corporate Media Relations Policy Information Report” for information purposes.

AND THAT the Community Communications Advisory Committee endorse the Corporate Media Relations Policy Report as presented for Council consideration.

B.3.4 Committees of Council Webpage Configuration and Customization, FAF.19.128

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.128, entitled “Committees of Council Webpage Configuration and Customization” for information purposes.

B.3.5 2nd Quarter 2019 Website Analytics Update, FAF.19.175

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.175 entitled, “2nd Quarter 2019 Website Analytics Update” for information purposes.

B.3.6 Launch of Public Engagement Platform, FAF.19.196

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.196, entitled “Launch of Public Engagement Platform” for information purposes.

C. Matters for Discussion

C.1 Introduction: Communications and Economic Development Project Specialist

C.2 Working Group Update: Top 3 Communications Priorities

C.3 Town Facebook Account – Councillor Bordignon (verbal)

C.4 Access 1-800-BLUE or Telephone Number for Live Operator – Councillor Bordignon (verbal)

C.5 Town Communications Initiatives and the Community Communications Advisory Committee – Lyn Logan (verbal)

C.6 Budget Expenditure Report Request – Communications Strategy – Lyn Logan (verbal)

D. Correspondence

None

E. New and Unfinished Business

D.1 Additions to the Agenda

D.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

October 18, 2019

Town Hall, Council Chambers

G. Adjournment

Recommended (Move, second)

THAT the Community Communications Advisory Committee does now adjourn at (TIME) a.m. to meet again at the call of the Chair.