



# Minutes

## Community Communications Advisory Committee

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**Meeting Date:** September 16, 2019 REVISED  
**Meeting Time:** 9:00 a.m. – 11:00 a.m.  
**Location:** Council Chambers  
**Prepared by:** Sarah Merrifield Executive Assistant Committees of Council

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### A. Call to Order

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Andres Paara called the meeting to order at 9:00 a.m. with Committee members Deputy Mayor Bartnicki, Councillor Bordignon, Lyn Logan, Jacqui Morrison and John Milne present.

Town staff in attendance were Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore, Communications and Economic Development Coordinator Tim Hendry, and Communications and Economic Development Project Specialist Jeremy Chan.

Regrets were sent by Committee member Paula Hope.

#### ▪ Approval of Agenda

Moved by: Jacqui Morrison

Seconded by: Lyn Logan

THAT the Agenda of September 16, 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 (July 15, 2019)

Moved by: John Milne

Seconded by: Peter Bordignon

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

## **B. Staff Reports and Deputations**

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### **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.

None

### **B.3 Staff Reports, if any**

#### **B.3.1 2020-2022 Budget, FAF.19.153**

Moved by: Odette Bartnicki

Seconded by: John Milne

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

AND THAT the Community Communications Advisory Committee request staff to schedule a Special Community Communications Advisory Committee meeting prior to the October 18, 2019 meeting to discuss the 2020, 2021, and 2022 budget, Carried.

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

Moved by: Jacqui Morrison

Seconded by: John Milne

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 the distribution methods, at the discretion of staff, identified in staff report FAF.19.160 including road signs, local service clubs and associations, and ski groups to advertise the Communications Survey;

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

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

The Committee discussed the following revisions:

- Break out definition of traditional media versus social media;
- State if a matter is discussed in Closed Session, members shall maintain the confidentiality of the matter discussed;
- Confirm if Committee Spokesperson needs to have messaging vetted;
- Integrity Commissioner opinion should be added to Closed Session portion of the policy.

Moved by: John Milne

Seconded by: Jacqui Morrison

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, with identified revisions, for Council consideration, Carried.

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

Moved by: John Milne

Seconded by: Peter Bordignon

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

### **B.3.5 2<sup>nd</sup> Quarter 2019 Website Analytics Update, FAF.19.175**

Moved by: Odette Bartnicki

Seconded by: John Milne

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

AND THAT the Community Communications Advisory Committee request staff to provide a revised 2<sup>nd</sup> Quarter 2019 Website Analytics report if possible, to the October 18, 2019 meeting, without the Gurgaon traffic information, Carried.

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

Moved by: Peter Bordignon

Seconded by: Lyn Logan

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

## **C. Matters for Discussion**

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### **C.1 Introduction: Communications and Economic Development Project Specialist**

Communications and Economic Development Coordinator Tim Hendry introduced Jeremy Chan, who has assumed the role of Communications and Economic Development Project Specialist. Tim confirmed that Jeremy started with the Town in July 2019

Jeremy noted he previously worked with Town of Kearney as the Community Economic Development Officer, and in that capacity developed the Kearney Community Profile and the Kearney Strategic Development Plan, which was adopted by Council. Jeremy further noted his experience with City of Hamilton as a Community Planner. While working for City of Hamilton, Jeremy assisted with the development of Hamilton's Community Vision document, which informs Hamilton's long-term vision for the city. Jeremy noted his significant report-writing experience and advised he looks forward to working with Town staff, Committee members, and stakeholders in the development of the Economic Development Plan and the Communications Plan.

### **C.2 Working Group Update: Top 3 Communications Priorities**

John Milne provided an overview of the Working Group's presentation regarding communications priorities. John noted the working group had established priorities to research target audiences and their characteristics, allocate funding and resources to communications, create a meaningful Vision Statement for the Town and conduct working group sessions with members of the community. From there, the working group determined estimated annual costs associated with these initiatives, along with the communications priorities identified in the May 27, 2019 staff report FAF.19.089 Key Communication Priorities.

John Milne noted his concern over current newspaper and media advertising practices undertaken by the Town and identified the need for review. Deputy Mayor Bartnicki emphasized the need to ensure the discussion does not include identifiable individuals or businesses.

Moved by: Peter Bordignon

Seconded by: John Milne

THAT the Community Communications Advisory Committee request Council to direct staff to conduct a fulsome newspaper and local media advertising analysis with the findings presented to Council and the Community Communications Advisory Committee for consideration, Carried.

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

Tim Hendry advised the Town currently participates in Twitter and LinkedIn but noted there may be value in adding additional social media accounts. Tim noted the key for successful social media management is defining the operating rules.

Moved by: Peter Bordignon

Seconded by: Odette Bartnicki

THAT the Community Communications Advisory Committee requests staff to investigate an official Town of The Blue Mountains Facebook account with any operating criteria, including estimated staff time for monitoring the page, for the Committee’s consideration, Carried.

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

Item C.4 was deferred to the October 18, 2019 Community Communications Advisory Committee meeting.

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

Lyn Logan noted the Committee was caught off-guard by the launch of “Your View – The Blue Mountains” and requested that if future initiatives are undertaken, the Town provide advance notice to Committee members.

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

Tim Hendry noted he will confirm with Finance staff if a monthly expenditure report for the Communications Strategy can be supplied by Finance for review by the Committee.

**D. Correspondence**

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None

**E. New and Unfinished Business**

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**D.1 Additions to the Agenda**

**D.2 Items Identified for Discussion at the Next Meeting**

**F. Notice of Meeting Dates**

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October 18, 2019

Town Hall, Council Chambers

## **G. Adjournment**

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Moved by: Lyn Logan

Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee does now adjourn at 10:50 a.m. to meet again at the call of the Chair, Carried.