



Agenda

Community Communications Advisory Committee

Meeting Date: November 18, 2019
Meeting Time: 9:00 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 October 28, 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 (October 28, 2019)**

Recommended (Move, second)

THAT the Minutes of October 28, 2019 be approved as circulated, including any revisions to be made.

B. Staff Reports and Deputations

B.1 Deputations, if any

B.1.1 **Presentation: Jeffrey Fletcher, Manager of Solid Waste & Special Projects** **Re: The Blue Mountains Waste Resource App**

Link to The Blue Mountains Waste Resource App:
<https://www.thebluemountains.ca/solid-waste.cfm>.

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 Town of The Blue Mountains Corporate Website and Network Security Precautions, FAF.19.149

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.149, entitled "Town of The Blue Mountains Corporate Website and Network Security Precautions" for information purposes.

B.3.2 Senior's Fair Communication Survey Results, FAF.19.232

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.232, entitled "Senior's Fair Communication Survey Results" for information purposes.

B.3.3 Considerations for Official Town of The Blue Mountains Facebook Account, FAF.19.240

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.240, entitled "Considerations for Official Town of The Blue Mountains Facebook Account" for information.

B.3.4 Communications Strategy Update (October 2019), FAF.19.230

Recommended (Move, second)

THAT the Community Communications Advisory Committee receives Staff Report FAF.19.230, entitled “Communications Strategy Update” for information purposes.

AND THAT the Committee endorses the strategy timeline and phases as detailed within the staff report;

AND THAT the Committee endorses the public engagement plan as detailed within the staff report;

AND THAT the Committee endorses the project name “Your Community – Your Voice | 2020-2025 The Blue Mountains Communications Strategy”;

AND THAT the Committee endorses the Communications Strategy project budget as presented.

C. Matters for Discussion

C.1 Follow-up regarding FAF.19.175 2nd Quarter 2019 Website Analytics Update – Gurgaon Website Traffic (Tim Hendry) (verbal)

C.2 Community Communications Advisory Committee Action Item Tracking Review

- **Quarterly Website Analytics Reporting**
- **Staff Report regarding Town’s Website Security and Cyber Security for Committee information**
- **Communications Survey Campaign / Postcard**
- **Newspaper and Local Media Advertising Analysis**
- **Town of The Blue Mountains Official Facebook page Consideration**
- **Dedicated Live Operator/Customer Management Operator**
- **Communications Strategy**

D. Correspondence

D.1 Suzanne Craig, Integrity Commissioner
Re: Addendum dated November 8, 2019 in response to Memorandum dated July 20, 2019 and Addendum dated July 31, 2019

For Committee information

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

To be discussed

G. Adjournment

Recommended (Move, second)

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