Minutes
Community (Coronavirus) Recovery Task Force

Meeting Date: April 14, 2020
Meeting Time: 2:00 p.m.
Location: Microsoft Teams Meeting
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Mayor Soever to call the meeting to order with Councillor Bordignon and Councillor Sampson present. Town staff present were Chief Administrative Officer Shawn Everitt, Director of Finance and IT Services Ruth Prince and Manager of Communications and Economic Development Tim Hendry.

B. Matters for Discussion

B.1 Website Update (exploreblue.ca) – Tim Hendry

- Tim confirmed the website, exploreblue.ca, will be ready for launch by Thursday, April 16, 2020
  - Reported over 1,200 views from the soft launch of the website, with the “You’ll Love Where We Take You” video
  - Messaging on the website will be clear – experience The Blue Mountains from home

B.2 Video Update – Tim Hendry

- “Open for Business” videos
  - Behind the scenes video format, meant to drive website traffic to business directory through interactive components
  - Tim noted he needs more input from businesses in Craigleith and the rural areas
  - It was noted some businesses in the village have promotional videos that can be added to exploreblue.ca (Scandinave, Thollos, Blue Mountain Resorts promotional videos)
• Council video
  o Opportunity to showcase unity and action
  o 20-30 sec/member of Council – message to businesses and residents from Council
  o Will result in several featured videos (i.e. clarity regarding open spaces)
  o Mayor Soever will contact members of Council regarding the opportunity
  o Councillor Sampson noted it may be possible to have a promotional video from Minister McLeod

• 360° Videos
  o Various local businesses interested in producing content for exploreblue.ca

• Cycling
  o Cycle tour set to music that people can cycle to on their exercise bikes (20-minutes in length)

• “Digital Main Street” initiative
  o Businesses can use marketing expert, through Small Business Enterprise Centre, to build e-commerce websites through Shopify
  o Good news piece

• E-Commerce Website Launch Opportunity
  o Local web developer created a package totaling $1,000 for any businesses who need to develop their websites/e-commerce platform
  o Group discussed first 10 businesses, 50% of costs covered, to an upset limit of $500

B.3 Other Initiatives – Tim Hendry

• “Open for Business” Signage
  o Order 10-15 with Town staff dropping them off to interested businesses
  o Town to pay for the signs, but Tim to confirm if they can be made for less than $40/sign
  o Alter signs to have different colour schemes

• Business Directory
  o Will include Business Name, location, hours, and notes (information relating to the business’s operation)

• Upcoming Meetings
  o Service Clubs and Churches Discussion – Thursday, April 16
  o Community Recovery Task Force Discussion – Friday, April 17
  o Community Recovery Task Force 1st Meeting with Stakeholders – Wednesday, April 22

• Foodland Deliveries
  o Foodland to stop delivery service – Town must ensure, when asked, that our messaging is consistent
• Goldsmith Deliveries
  o May have to cap to 15-20 deliveries per day

C. Key Action Items

1. Touch base with Blue Mountain Village Association to confirm if additional businesses wish to participate in promotional videos
2. Confirm if any businesses have videos to share on exploreblue.ca
3. Order 10-15 “Open for Business” signs
4. Schedule Upcoming meetings
5. Confirm Foodland messaging re: delivery service

D. Adjournment

The meeting was adjourned at 3:15 p.m.