



Agenda

Community Communications Advisory Committee

Meeting Date: September 28, 2020 REVISED
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**
 - **Introduction of Community Communications Advisory Committee members Mary Ferguson, and Deputy Mayor Rob Potter**
- **Approval of Agenda**

Recommended (Move, second)

THAT the Agenda of September 28, 2020 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 2019-56, 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 (August 21, 2020, September 2, 2020)**

Recommended (Move, second)

THAT the Minutes of August 21, 2020 and September 2, 2020 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 2019-56 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, or matters that are a follow-up to a Public Meeting.

NOTE: Committee meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Executive Assistant.

B.3 Staff Reports, if any

B.3.1 Local Media Review, FAF.20.148

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.148, entitled “Local Media Review”;

AND THAT the Community Communications Advisory Committee recommends to Council that:

- When placing newspaper advertisements that publication(s) _____ be utilized;
- When placing radio advertisements that publication(s) _____ be utilized;

AND THAT the Community Communications Advisory Committees recommends that the Town enters into contract negotiations with the selected media providers.

AND THAT the Community Communications Advisory Committees recommends to Council that additional paid advertising funds be allocated in the 2021 budget based upon the level of financial need as suggested by staff through the contact negotiations.

B.3.2 Website Analytics Update, FAF.20.038

Recommended (Move, second)

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.038, entitled Website Analytics Update for information purposes.

C. Matters for Discussion

C.1 Communications and Draft Website Development Surveys – Manager of Communications and Economic Development Tim Hendry

NOTE: Survey questions provided to the Committee for information.

- C.2 Council Expectation and Thoughts – Chair John Milne
- C.3 Sub-Committee Update regarding the Communications Strategy (verbal)
- C.4 Municipal Website Redevelopment Update – Tim Hendry
- C.5 Municipal Information Guide Update – Tim Hendry
- C.6 Community Communications Advisory Committee Action Item Tracking Review
 - Quarterly Website Analytics Reporting
 - 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 John Corrigan, Resident Re: Support for The Blue Mountains Review Newsletter
For Committee consideration

E. New and Unfinished Business

- E.1 Additions to the Agenda
- E.2 Items Identified for Discussion at the Next Meeting
 - Committee Composition Information Report

F. Notice of Meeting Dates

October 19, 2020
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.