Minutes
Special Community Communications Advisory Committee Meeting

Meeting Date: September 2, 2020
Meeting Time: 10:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

Chair John Milne called the meeting to order at 10:02 a.m. with Committee members Councillor Paula Hope, Lyn Logan, Councillor Andrea Matrosovs, Jayne Sutherland, and Andres Paara present.

Town staff present were Manager of Communications and Economic Development Tim Hendry and Communications and Economic Development Coordinator Carling Fee.

- Traditional Territory Acknowledgement
- Committee Member Attendance
- Approval of Agenda

Moved by: Andres Paara  Seconded by: Lyn Logan

THAT the Agenda of September 2, 2020 be approved as circulated, including any additions to the Agenda, being Item E.1.1 Consideration of Re-Opening Council Meetings to the Public, and Item E.1.2 Introduction of Communications and Economic Development Coordinator, with Item E.1.2 being moved to the beginning of section C. Matters for Discussion

Hope, Paula  Yay
Logan, Lyn  Yay
Matrosovs, Andrea  Yay
Sutherland, Jayne  Yay
Paara, Andres  Yay
Milne, John  Yay

The motion is 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 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.

None

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.

None

B.3 Staff Reports, if any
None

C. Matters for Discussion

E.1.2 Introduction of Communications and Economic Development Coordinator

Manager of Communications and Economic Development Tim Hendry introduced Carling Fee, the Town’s Communications and Economic Development Coordinator. Carling noted she has prior experience in communications, and previously worked in government. John welcomed Carling on behalf of the Committee.

C.1 Corporate Website Redevelopment Project – Manager of Communications and Economic Development Tim Hendry

Note: included for reference is staff report FAF.20.091 2020 Website Update to guide discussion

Link to report: https://www.thebluemountains.ca/document_viewer.cfm?event_doc=3349
Manager of Communications and Economic Development Tim Hendry provided the Committee with a presentation as an overview of the municipal website redevelopment project. The presentation will be uploaded to the Town’s website following the meeting.

Tim reviewed the presentation with the Committee and discussed the project overview, the current website, the draft project timeline, the role of the communications committee, consultation, a highlight of key features, what’s next, and questions for the Committee. Tim emphasized that the purpose of this Special Committee meeting is to initiate the conversation with Committee members to understand their perspective as it relates to the Corporate website and requested features for the new website. Tim noted the budgeted amount includes not only website redevelopment, but also a security and accessibility audit. The budgeted amount does not include costing for Town staff to migrate existing content onto the redeveloped website. Tim noted the Request for Proposal process is being undertaken to secure a vendor for the redeveloped website.

Councillor Matrosovs noted her appreciation that the highlights of the redeveloped website include enhanced searchability function and content management solutions. Similarly, Lyn Logan commented that the “What’s New” function would be useful to the end user. Councillor Hope emphasized the need to ensure the Corporate Strategic Plan, Vision and Communications Plan connect with the features of the redeveloped website. This should also include work being done by the Sustainability Advisory Committee in the development of the Sustainability Plan. Councillor Hope noted the primary and first priority of the website redevelopment project needs to be on end user experience.

John Milne questioned if the draft project timeline that is presented is too aggressive, to which Tim Hendry explained that the project has been delayed due to COVID-19 and should be moved forward to align with budget development. John further noted the importance of public engagement at each stage of the process. John noted the intention to launch a public engagement survey is a good idea, but cannot be the standalone method of soliciting resident feedback.

Lyn Logan commented that the City of Vancouver website has a “Shape Your City” icon on the homepage that leads to the public engagement portal for residents and the Las Vegas website has a “most visited” section of the homepage. Lyn noted these features may be desirable in the redeveloped website.

Councillor Andrea Matrosovs left the meeting at 11:17 a.m.

Moved by: Paula Hope Seconded by: Jayne Sutherland

THAT the Community Communications Advisory Committee is committed to supporting the draft timeline for the Website Redevelopment Project, as presented by the Manager of Communications and Economic Development;

AND THAT the Community Communications Advisory Committee encourages and supports the need for public and stakeholder engagement throughout the Corporate website redevelopment project;
AND THAT the Community Communications Advisory Committee nominates Jayne Sutherland and John Milne to participate as observers throughout the vendor demonstrations for the website redevelopment project and requests Council’s endorsement;

AND THAT the Community Communications Advisory Committee encourages Council to support the Committee’s quest to pursue further public and stakeholder engagement throughout the website redevelopment project

- Hope, Paula  Yay
- Logan, Lyn  Yay
- Matrosovs, Andrea  absent
- Sutherland, Jayne  Yay
- Paara, Andres  Yay
- Milne, John  Yay

The motion is Carried.

D. **Correspondence**

None

E. **New and Unfinished Business**

E.1 **Additions to the Agenda**

E.1.1 **Consideration of Re-Opening Council Meetings to the Public**

Moved by: Jayne Sutherland  Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee encourage Council to continue to consider options for the eventual and safe reopening of in-person Council meetings to the public;

AND THAT the Community Communications Advisory Committee request Council keep the public abreast of its thinking and plans for the eventual and safe reopening of in-person Council meetings in a timely manner

- Hope, Paula  Yay
- Logan, Lyn  Yay
- Matrosovs, Andrea  absent
- Sutherland, Jayne  Yay
- Paara, Andres  Yay
- Milne, John  Yay

The motion is Carried.

Manager of Communications and Economic Development Tim Hendry left the meeting at 11:51 a.m.
E.1.2 **Introduction of Communications and Economic Development Coordinator**

Item moved to beginning of Section C. Matters for Discussion

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

- Public Input and Privacy Considerations for Surveys
- Website Redevelopment Project Follow-up

F. **Notice of Meeting Dates**

September 28, 2020
Town Hall, Council Chambers

G. **Adjournment**

Moved by: John Milne Seconded by: Paula Hope

THAT the Community Communications Advisory Committee does now adjourn at 11:58 a.m. to meet again at the call of the Chair

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<tr>
<td>Hope, Paula</td>
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<td>Paara, Andres</td>
<td>absent at time of vote</td>
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<td>Milne, John</td>
<td>Yay</td>
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The motion is Carried.