Committee Report

Community Communications Advisory Committee

Meeting Date: August 21, 2020
Meeting Time: 2:30 p.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Community Communications Committee Recommendations

NOTE: The following are recommendations from the Community Communications Advisory Committee to be considered for adoption by Council

- Receive Minutes (August 21, 2020)
  Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives the Community Communications Advisory Committee Minutes dated August 21, 2020 as attached, for information purposes.

D.1 Susanne Wussow, Publisher, The Meaford Independent Publications Re: Community Newspaper

Recommended (Move, second)

THAT, based on the Community Communications Advisory Committee’s August 21, 2020 recommendation, Council thanks Ms. Wussow for her initiative and confirms the request is being considered during the Town’s current and ongoing Local Media Review.
Minutes
Community Communications Advisory Committee

Meeting Date: August 21, 2020
Meeting Time: 2:30 p.m.
Location: Council Chambers
Prepared by: Sarah Merrifield Executive Assistant Committees of Council

A. Call to Order

Chair Andres Paara called the meeting to order at 2:37 p.m. with Committee member Councillor Paula Hope, Lyn Logan, Councillor Andrea Matrosovs, John Milne, and Jayne Sutherland present.

Town staff present was Manager of Communications and Economic Development Tim Hendry.

Regrets were sent by Communications and Economic Development Coordinator Carling Fee.

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

Moved by: John Milne Seconded by: Andrea Matrosovs

THAT the Agenda of August 21, 2020 be approved as circulated, including any additions to the Agenda

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

Previous Minutes (February 18, 2020)

Moved by: Lyn Logan Seconded by: John Milne

THAT the Minutes of February 18, 2020 be approved as circulated, including any revisions to be made

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

The motion is Carried.

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

Committee member Jayne Sutherland noted members of the public are not aware of their ability to participate in Committee and Council meetings through the Public Comment Period. It was noted when meetings are posted, there is a statement about providing comments for inclusion at the meeting. Staff will review how to make the Public Comment Period more clear to members of the public.
B.3 Staff Reports, if any

B.3.1 COVID-19 Communications Overview, FAF.20.122

Moved by: John Milne  Seconded by: Jayne Sutherland

THAT the Community Communications Advisory Committee receive Staff Report FAF.20.122, entitled “COVID-19 Communications Overview” for information purposes

Hope, Paula  Yay
Logan, Lyn   Yay
Matrosovs, Andrea  Yay
Milne, John  Yay
Sutherland, Jayne  Yay
Paara, Andres  Yay
The motion is Carried.

C. Matters for Discussion

C.1 Introduction of Jayne Sutherland, Community Communications Advisory Committee member

Chair Andres Paara welcomed Committee member Jayne Sutherland. Jayne noted she has previously provided her background and further emphasized her enthusiasm at having been selected for the committee.

C.2 Introduction of Communications and Economic Development Coordinator – Manager of Communications and Economic Development Tim Hendry

Manager of Communications and Economic Development Tim Hendry noted that Carling Fee is the Town’s Communications and Economic Development Coordinator. Tim noted Carling sent her regrets for the meeting but would be present at the September meeting to provide an introduction. Tim briefly cited Carling’s prior work experience with the Province of Ontario and her business support and communications background.

C.3 Communications Strategy Update – Tim Hendry (verbal)

Manager of Communications and Economic Development Tim Hendry noted staff have made strides with the Communications Strategy and managed to continue prioritizing the strategy through the COVID-19 pandemic.

It was noted the Communications Priorities Sub-Committee would meet to review the work done on the Strategy prior to the document being brought to the whole Committee for consideration. Tim identified that COVID-19 communications “lessons learned” have been incorporated into the Strategy, and several strategic pillars and action items have been identified.
C.4 Community Communications Advisory Committee Composition

Note: at the February 10, 2020 Council meeting, the following direction was provided:

THAT Council request that the Community Communications Advisory Committee provide input to Council regarding the mandate of the Committee moving forward, including the options to move to a “Community Committee” that includes The Blue Mountains staff representation, or to continue status quo as a Committee of Council, Carried.

Moved by: Jayne Sutherland  Seconded by: Lyn Logan

THAT the Community Communications Advisory Committee requests Clerks staff to report on the options relating to Committee composition at the September Community Communications Advisory Committee meeting

Hope, Paula  Yay
Logan, Lyn  Yay
Matrosovs, Andrea  Yay
Milne, John  Yay
Sutherland, Jayne  Yay
Paara, Andres  Yay
The motion is Carried.

C.5 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

C.6 Consideration and Appointment of Chair for an Eighteen Month Term

Moved by: John Milne  Seconded by: Andrea Matrosovs

THAT the Community Communications Advisory Committee appoints John Milne as the Chair for an eighteen month term effective August 21, 2020

Hope, Paula  Yay
Logan, Lyn  Yay
Matrosovs, Andrea  Yay
Milne, John  Yay
Sutherland, Jayne  Yay
Paara, Andres  Yay
The motion is Carried.
Chair Andres Paara provided notice to the Committee that he will be resigning at some point in the Fall, 2020. Andres noted his intention to remain a committee member until he submits a formal notice of his resignation.

D. Correspondence

D.1 Susanne Wussow, Publisher, The Meaford Independent Publications
Re: Community Newspaper

Note: at the February 24, 2020 Council meeting the following direction was provided.

THAT Council of the Town of The Blue Mountains receives the deputation of Susanne Wussow of The Meaford Independent newspaper regarding bringing a community newspaper back to The Blue Mountains;

AND THAT Council refers The Meaford Independent deputation material correspondence dated January 15, 2020 regarding Community Newspaper to the Economic Development Advisory Committee and Communications Advisory Committee for consideration and report back to Council, Carried.

Councillor Andrea Matrososvos vacated the meeting at 3:51 p.m. due to technical difficulties.

Moved by: John Milne                  Seconded by: Andres Paara

THAT the Community Communications Advisory Committee receives Item D.1 Susanne Wussow, Publisher, The Meaford Independent Publications Re: Community Newspaper, and requests Council to thank Ms. Wussow for her initiative and confirm the request is being considered during the Town’s current and ongoing Local Media Review

Hope, Paula                     Yay
Logan, Lyn                       Yay
Matrososvs, Andrea             absent due to technical difficulties
Milne, John                      Yay
Sutherland, Jayne              Yay
Paara, Andres                    Yay
The motion is Carried.
D.2  Rosemary Gosselin, Resident  
Re: Local News Coverage  

Moved by: John Milne  
Seconded by: Paula Hope  

THAT the Community Communications Advisory Committee receives Item D.2 Rosemary Gosselin, Resident Re: Local News Coverage and thanks Ms. Gosselin for her letter and confirms the request is being considered during the Town’s current and ongoing Local Media Review  

Hope, Paula  Yay  
Logan, Lyn  Yay  
Matrosovs, Andrea  absent due to technical difficulties  
Milne, John  Yay  
Sutherland, Jayne  Yay  
Paara, Andres  Yay  
The motion is Carried.

D.3  Roland Gosselin, Resident  
Re: Consideration of Sponsorship of a Community Newspaper  

Moved by: John Milne  
Seconded by: Paula Hope  

THAT the Community Communications Advisory Committee receives Item D.3 Roland Gosselin, Resident Re: Consideration of Sponsorship of a Community Newspaper and thanks Mr. Gosselin for his letter and provides confirmation that the Town is undertaking a Local Media Review  

Hope, Paula  Yay  
Logan, Lyn  Yay  
Matrosovs, Andrea  absent due to technical difficulties  
Milne, John  Yay  
Sutherland, Jayne  Yay  
Paara, Andres  Yay  
The motion is Carried.

E.  New and Unfinished Business  

E.1  Additions to the Agenda  

E.2  Items Identified for Discussion at the Next Meeting  

- Website statistics reporting  
- Committee composition report  
- Action Items, and potential for Committee assistance on those items  
- Legislative Requirements for Print Publication
F. **Notice of Meeting Dates**

A Special Committee meeting will be scheduled in early September for the purposes of reviewing Corporate Website Redevelopment.

September 21, 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 4:07 p.m. to meet again at the call of the Chair

Hope, Paula  Yay
Logan, Lyn  Yay
Matrosov, Andrea  absent due to technical difficulties
Milne, John  Yay
Sutherland, Jayne  Yay
Paara, Andres  Yay

The motion is Carried.