



Agenda

Community Communications Advisory Committee

Meeting Date: October 22, 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 member Tom Maloney**
- **Approval of Agenda**

Recommended (Move, second)

THAT the Agenda of October 22, 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 (September 28, 2020)**

Recommended (Move, second)

THAT the Minutes of September 28, 2020 be approved as circulated, including any revisions to be made.

B. Staff Reports and Deputations

B.1 Deputations, if any

- B.1.1 **Presentation, Allison Kershaw, Manager of Water and Wastewater Services, and Kevin Verkindt, Senior Infrastructure Capital Project Coordinator**
Re: Extraneous Flows and Illegal Sanitary Connections

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

None

C. Matters for Discussion

C.1 Communications Strategy and Sub-Committee Update – Manager of Communications and Economic Development Tim Hendry

Recommended (Move, second)

THAT the Community Communications Advisory Committee acknowledge receipt of the first draft Communications Strategy, dated October 15, 2020 with the same being provided to Council at the November 17, 2020 Committee of the Whole meeting.

C.2 Council Expectation and Thoughts – Chair John Milne

NOTE: Included for information is an updated expectation and thought document which includes additional insight by members of Council.

C.3 Municipal Website Redevelopment Update and Survey – Tim Hendry

Recommended (Move, second)

THAT the Community Communications Advisory Committee endorses the Municipal Website Redevelopment Survey as presented.

C.4 Survey Information, and Freedom of Information, Protection of Privacy Query – Committee members (verbal)

C.5 Tax Bill Mailing – John Milne (verbal)

C.6 Community Communications Advisory Committee Action Item Tracking Review

- **Quarterly Website Analytics Reporting**
- **Communications Survey Campaign / Postcard**
- **Dedicated Live Operator/Customer Management Operator**
- **Communications Strategy**

D. Correspondence

- D.1 Sharon McCormick, Executive Director, The Blue Mountains Attainable Housing Corporation**
Re: The Blue Mountains Attainable Housing Corporation Gateway Site Design Guidelines Task Force

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

November 16, 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.