



Minutes

Community Communications Advisory Committee

Meeting Date: October 22, 2020
Meeting Time: 9:00 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 9:04 a.m. with Committee members Mary Ferguson, Councillor Paula Hope, Tom Maloney, and Jayne Sutherland present.

Town staff present were Manager of Communications and Economic Development Tim Hendry, Communications and Economic Development Coordinator Carling Fee, Manager of Water and Wastewater Services Allison Kershaw, and Senior Infrastructure Capital Project Coordinator Kevin Verkindt.

Regrets were sent by Committee members Lyn Logan and Deputy Mayor Rob Potter.

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**
 - **Introduction of Community Communications Advisory Committee member Tom Maloney**

Committee Chair John Milne welcomed Tom Maloney to the Community Communications Advisory Committee and provided an overview of Tom's extensive experience in print journalism and Corporate communications. Tom previously worked as a spokesperson for the former Ministry of Tourism, and as an independent writer for various companies and several ministries. Tom was previously the Director of Communications for the Ross Smith Energy Group and then was hired by The Globe and Mail for both print and digital coverage. Tom has contributed to numerous magazines over the years, among other accomplishments.

▪ **Approval of Agenda**

Moved by: Paula Hope

Seconded by: Mary Ferguson

THAT the Agenda of October 22, 2020 be approved as circulated, including any additions to the Agenda

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|-------------------|--------|
| Ferguson, Mary | Yay |
| Hope, Paula | Yay |
| Logan, Lyn | absent |
| Maloney, Tom | Yay |
| Potter, Rob | absent |
| Sutherland, Jayne | 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

▪ **Previous Minutes (September 28, 2020)**

Moved by: Paula Hope

Seconded by: Jayne Sutherland

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

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|-------------------|--------|
| Ferguson, Mary | Yay |
| Hope, Paula | Yay |
| Logan, Lyn | absent |
| Maloney, Tom | Yay |
| Potter, Rob | absent |
| Sutherland, Jayne | Yay |
| Milne, John | Yay |

The motion is Carried.

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

Chair John Milne welcomed Allison Kershaw, Manager of Water and Wastewater Services and Kevin Verkindt, Senior Infrastructure Capital Project Coordinator. Due to technical issues, the meeting adjourned from 9:17 a.m. to 9:22 a.m.

When the meeting resumed, Kevin provided an overview of the Extraneous Flows and Illegal Sanitary Connections presentation, including: What is Inflow and Infiltration (“I&I”), Sources of I&I, Wastewater Treatment Plant and Collection, Wastewater Design Flows versus Actual Flows, Homeowner Tools to Reduce I&I, Staff Tools to Reduce I&I, Recommendations, Video Links for I&I, and Next Steps.

It was noted that Town staff have identified Thornbury as the primary “problem area” for I&I as it is an older collection system with numerous shoreline properties. Staff noted it is difficult to enforce the Town’s By-law because staff are not able to enter people’s homes to investigate if illegal sanitary connections exist. Allison noted the desire to undertake education and outreach so members of the public become aware of the I&I issue. She noted that the Thornbury Wastewater Treatment Plant is reaching its rated capacity, and due to dilution, it costs the Town approximately 1/3 more than expected to treat wastewater.

Allison confirmed that foundation drains, which are a source of I&I, are typically installed by plumbers and these tradespeople should be aware of the Building Code which specifies foundation drains are illegal.

Allison noted the Thornbury Wastewater Treatment expansion cost is \$18 million and getting rid of extraneous flows could delay the need to expand the Plant.

Tim Hendry noted staff have created basic communication and messaging but it has not been effective in the past.

Moved by: Jayne Sutherland

Seconded by: Mary Ferguson

THAT the Community Communications Advisory Committee strikes a subcommittee consisting of Tom Maloney, Councillor Hope and John Milne to develop a communications plan to educate the public on the issue of Inflow and Infiltration

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|----------------|--------|
| Ferguson, Mary | Yay |
| Hope, Paula | Yay |
| Logan, Lyn | absent |
| Maloney, Tom | Yay |
| Potter, Rob | absent |

Sutherland, Jayne Yay
Milne, John Yay
The motion is Carried.

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

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

The Committee reviewed the first draft of the Communications Strategy.

Committee member Jayne Sutherland noted her preference that surveys online be conducted without needing to sign into a specific platform. She expressed the concern that many people would not feel comfortable providing frank feedback if they believe their name may be tied to the submission. Jayne requested clarification on “Resident Profile”, which Tim explained is an activity undertaken to understand the communications needs of the various residents of the Town given the diverse profile of the Town’s residents. The Committee discussed that this exercise is an industry standard.

Tim noted the plan, as outlined in the draft Communications Strategy, is to increasingly survey the public through face to face interactions, or other means beyond online or print surveys. It was discussed that the requested focus groups budget should be \$10,000 in 2021, 2022, and 2023 and \$5,000 for 2024 and 2025.

Tim noted the Communications Survey closes Sunday, October 25 and staff will compile the feedback. Tim emphasized the draft Communications Strategy would incorporate feedback from the public engagement exercise. If the Committee has any additional thoughts regarding the survey, it should be provided to members of the sub-committee for consideration.

Moved by: Mary Ferguson

Seconded by: Tom Maloney

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

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|-------------------|--------|
| Ferguson, Mary | Yay |
| Hope, Paula | Yay |
| Logan, Lyn | absent |
| Maloney, Tom | Yay |
| Potter, Rob | absent |
| Sutherland, Jayne | Yay |
| Milne, John | Yay |

The motion is Carried.

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.

Chair John Milne noted Council is entitled to a response from the Committee, based on Council members' responses to the two questions posed, being:

1. What are your expectations of the CCAC?
2. What do you see as the Town's three most pressing Communications needs/challenges?

Councillor Paula Hope noted she did not submit a response to the questions because she sits on the Committee.

John noted the subtext based on the responses received is one of frustration with community members making statements that go unaddressed. John recommended the Committee may wish to recommend timelines for staff responses to enquiries from members of the public for Council's consideration, and emphasized that timely, clear and honest answers to enquiries would be helpful.

About a Committee response to Council, John noted he will write a letter and circulate to Committee members, which will then be directed to members of Council. Executive Assistant Sarah Merrifield requested the draft letter be provided to her for circulation to the Committee. In the meantime, Sarah will clarify with the Town Clerk whether the letter can be circulated individually, or if the letter should be sent to Council as formal correspondence that is included on a meeting agenda.

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.

Item C.3 was deferred to a subsequent Committee meeting.

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

Item C.4 was deferred to a subsequent Committee meeting.

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

Item C.5 was deferred to a subsequent Committee meeting.

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**

Item C.6 was deferred to a subsequent Committee meeting.

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

Item D.1 was deferred to a subsequent Committee meeting.

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

A Special Communications Advisory Committee meeting will be scheduled the week of October 26, 2020 to discuss the matters left unaddressed at the time of adjournment.

G. Adjournment

Moved by: Paula Hope

Seconded by: Jayne Sutherland

THAT the Community Communications Advisory Committee does now adjourn at 11:00 a.m. to meet again at the call of the Chair

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|-------------------|--------|
| Ferguson, Mary | Yay |
| Hope, Paula | Yay |
| Logan, Lyn | absent |
| Maloney, Tom | Yay |
| Potter, Rob | absent |
| Sutherland, Jayne | Yay |
| Milne, John | Yay |

The motion is Carried.