



Staff Report

Administration

Report To: Committee of The Whole
Meeting Date: January 16, 2019
Report Number: FAF.19.011
Subject: Increasing Council representation on the Community Communications Advisory Committee
Prepared by: Shawn Everitt, Interim CAO

A. Recommendations

THAT Council receive Staff Report FAF.19.011, entitled “Increasing Council representation on the Community Communications Advisory Committee”;

AND THAT Council approve the Draft Community Communications Advisory Committee Terms of Reference as presented and to endorse two (2) Council representative appointments;

AND THAT Council appoint _____ to represent Council to the Community Communications Advisory Committee together with Deputy Mayor, Odette Bartnicki, as previously appointed;

B. Overview

This report recommends the appointment of a second member of Council to the Community Communications Advisory Committee.

C. Background

At the December 17, 2018 meeting of Council, staff received direction from Council to bring forward a report recommending that the composition of the Community Communications Advisory Committee be increased to two (2) members of Council from the previously adopted Terms of Reference having one (1) member of Council.

D. Analysis

With the direction of Council, this report is being considered for the appointment of one additional member of Council to the Community Communications Advisory Committee.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability

Objective #1 Retain Existing Business

Objective #2 Attract New Business

Objective #3 Promote a Diversified Economy

Objective #4 Support Value-Added Agriculture and Culinary Tourism

Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Objective #2 Use Technology to Advance Engagement

Objective #3 Strengthen Partnerships

Goal #3: Support Healthy Lifestyles

Objective #1 Promote the Town as a Healthy Community

Objective #2 Increase the Range of Housing Choices and Promote Housing Affordability

Objective #3 Manager Growth and Promote Smart Growth

Objective #4 Commit to Sustainability

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #1 To Be an Employer of Choice

Objective #2 Improve Internal Communications Across our Organization

Objective #3 To Consistently Deliver Excellent Customer Service

Objective #4 To Be a Financially Responsible Organization

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

Goal #5: Ensure Our Infrastructure is Sustainable

Objective #3 Implement Best Practices in Sustainable Infrastructure

Objective #4 Ensure that Infrastructure is Available to Support Development

F. Environmental Impacts

None at this time

G. Financial Impact

None at this time

H. In consultation with

Senior Management Team

Economic Development and Communications Coordinator

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, cao@thebluemountains.ca.

J. Attached

1. Draft Terms of Reference

Respectfully Submitted,

Shawn Everitt
Interim Chief Administrative Officer

For more information, please contact:
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Community Communications Advisory Committee

TERMS OF REFERENCE

1. PURPOSE

The Community Communications Advisory Committee is an advisory committee of Council with a mandate to foster collaborative engagement between residents and the Town of The Blue Mountains. The term will be concurrent with the term of Council plus an additional six (6) months post-election of the Community Communications Advisory Committee and will focus on external communication processes, enhancements and may include the development and completion of a Communication Strategic Plan that would include extensive public consultation and consider external communications for the Town.

2. MANDATE

The mandate of the Community Communications Advisory Committee is to:

- Assist, in an advisory capacity, Council and Staff on matters relating to Town communication;
- Attend regular monthly meetings of the Community Communications Advisory Committee to contribute to its communications work;
- Learn about all policy and advocacy work of the Community Communications Advisory Committee to ensure maximum effectiveness;
- Help further the goals of the Community Communications Advisory Committee and the Town through provision of input based on professional expertise;
- The Community Communications Advisory Committee make recommendations in the most collaborative and collective manner possible, recognizing that all members may not agree, nor may Town Council who have final responsibility for Town policies;
- Direct and advise on a work-plan for the Community Communications Advisory Committee and establish a course of action in proceeding with a Communication Strategic Plan beginning in the second quarter of 2019.

To accomplish its mandate, the Community Communications Advisory Committee will:

- Provide advice and recommendations to Council through Town staff to ensure successful dialogue and engagement with residents;
- Cultivate a positive community-wide culture of engagement and dialogue among residents, staff and Council;
- Contribute to the development of a Communication Strategic Plan for the Town;

- Ensure that communication regarding key activities and processes in the Town are provided for the community;
- Oversee with Town staff the development of policies and plans in support of the communication strategy.

3. DEVELOP A VISION

A key objective of the Community Communications Advisory Committee is to collaborate on creating a vision for long term and evolving community engagement.

4. SUPPORT SERVICES

Administrative support for the Community Communications Advisory Committee will be provided by the office of the Chief Administrative Officer.

5. ACCOUNTABILITY

The Community Communications Advisory Committee is accountable to Council and shall report on a quarterly basis through the Committee of the Whole process to update on activities. Council may request update reports at any time on specific projects or initiatives.

Support for Decisions:

Consensus is the goal for all committees; however, this is not always possible. Community Communications Advisory Committee members are expected to support majority decisions made by the Committee, even decisions made in the absence of any individual Community Communications Advisory Committee member (for example, absence due to schedule conflict).

6. MEMBERSHIP / VOTING

The Community Communications Advisory Committee will be comprised of up to seven (7) members. The composition is as follows:

- Five (5) members of the Public at Large – members must be a resident of the Town of The Blue Mountains
- Two (2) Council representatives to be selected by Council
- Mayor as ex officio

Non-Voting Members:

- Communications and Economic Development Coordinator
- Chief Administrative Officer
- Administrative Assistant

Quorum must be a majority of the total number of appointed members and at least one (1) member of Council must be in attendance regardless of the number of members in attendance.

Sub-Committee(s):

Should the Community Communications Advisory Committee feel a sub-committee is required to deal with specific issues, such sub-committees shall be ad hoc in nature, with specific, clearly articulated mandates. All sub-committees shall be reviewed annually to determine whether they need to continue. Membership on sub-committees may be expanded to include individuals who are not Community Communications Advisory Committee members, to take advantage of individual expertise.

Guests of the Committee:

From time-to-time and as required, the Advisory Committee may wish to host a guest or guests for a variety of reasons; primarily to bring insight or expertise on a one-time or short-term basis to the committee to augment existing skills and experience of members. Community Communications Advisory Committee members are encouraged to be proactive in ensuring that they are adequately prepared on the relevant issues being discussed by a guest, and to ask probing questions or provide reasoned and researched feedback.

Priority Setting Role:

Staff will help the Community Communications Advisory Committee, through research, consultation and other measures, to establish communications priorities. Staff will also assist and provide advice in determining the human resource and technical support services that may be required to effectively develop and action all communication priorities.

7. TERM

The Community Communications Advisory Committee will be concurrent with the term of Council, plus an additional six (6) month post-election term for excluding members of Council. This allows for the Advisory Committee to continue during the post-election period and allow for the re-appointment process to take place and the appointment of new Advisory Committee members.

8. REMUNERATION

No compensation shall be made to members of the Community Communications Advisory Committee for their participation.

9. AGENDA, MINUTES & PROCEDURE

Agenda items will be set by the Chief Administrative Officer or the Communications and Economic Development Coordinator, in consultation and approval of the chair.

Minutes will be kept by the Administrative Assistant who will distribute the minutes to all of Council in accordance with the Town practice.

All meetings shall be conducted in accordance with Town of The Blue Mountains Procedural By-law.