



MINUTES
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Thursday January 13, 2022 at 7:00 p.m.

Present: Karen Scully - Chair, Ruth Armstrong, Shirley Boxem, Taria van Weesenbeek,
Roseann Knechtel – Recording Secretary

1. CALL TO ORDER

The meeting was called to order by the Chair at 7:05 pm.

2. APPROVAL OF THE AGENDA

Moved by Armstrong and Seconded by Boxem
THAT the agenda be approved.

Carried.

3. MINUTES OF THE PREVIOUS MEETING

Moved by Armstrong and Seconded by Boxem
THAT the minutes of September 14, 2021 be approved.

Carried.

4. DISCLOSURE OF PECUNIARY INTEREST - NONE

5. ADMINISTRATION

5.1 Community Directory

The Committee discussed ways to accomplish their goal of increasing the Community Directory. Suggestions included:

- Plug on social media
- Poster advertisement at facilities, community boards, and ice rink
- Information table at the Family Day Skate event
- Development of fridge magnets

Direction was given to the Secretary to investigate the use of QR codes for inclusion in the next Township wide newsletter to sign up for the email list.

Direction given to the Secretary to create a magnet for distribution at the Family Day Skating Event.

5.2 Website and Social Media Traffic

Members reviewed the website and social media traffic.

Direction was given to the Secretary to provide summarized quarterly reports with a comparison against surrounding Township's as well as email list numbers.

5.3 Monthly Newsletter Questions

Members discussed questions to include in the monthly newsletter to increase resident involvement and made the following suggestions:

- What types of events would you be interested in?
- Include past survey results
- Feedback on the newsletter
- Where do you shop? Why?
- Highlight staff members

Direction was given to members are to email ideas to the Secretary.

6. INFORMATION ITEMS

6.1 Resignation – Emily Sedgwick

6.2 Township Newsletters

6.2 2022 CCAC Goals

Moved van Weesenbeck by Seconded by Boxem

THAT the Community Communications Advisory Committee receive the information items as copied and circulated.

CARRIED.

7. ITEMS FOR FUTURE MEETINGS

7.1 Website, Social Media and Email List Quarterly Report

7.2 QR Codes

8. ADJOURNMENT

Moved by Armstrong and Seconded by Boxem

THAT we do now adjourn at 8:42 p.m. to meet again on April 28, 2022 at 7:00 pm or at the call of the Chair.

CARRIED.