



**MINUTES**  
**COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE**  
**Monday, February 1, 2021 at 7:00 p.m.**  
**ELECTRONIC**

Members Present: Councillor Shirley Boxem, Karen Scully, Ruth Armstrong, Taria van Weesenbeek, Emily Sedgwick, Jeanette McFarlane, Communications, Christine Hickey, Recording Secretary

**1. Call to Order**

The meeting was called to order at approximately 7:06 p.m.

**2. Declaration of Pecuniary Interest - None**

**3. Approval of the Agenda**

**Moved by: Ruth Armstrong and Seconded by: Taria van Weesenbeek**

THAT the February 1, 2021 agenda for the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

**4. Approval of Previous Meeting's Minutes**

**Moved by: Shirley Boxem and Seconded by: Ruth Armstrong**

THAT the December 7, 2020 minutes of the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

**5. Website Changes and Updates (Verbal)**

Township staff are working through the feedback provided and making updates to the current website. Documentation is being created to ensure consistency to the website. There are changes that are not able to be completed and others that require assistance from the website developer.

An update will be provided to the Committee on the items that are not able to be completed at this time or ones that would need to be discussed with the website developer.

## 6. Communications Update

### a) Distribution List (Verbal)

It was noted that the distribution list is up to 787 people. Discussion ensued on ways to ensure the list continues to grow. Need to have a simplified process, the request should only be to add key information. A landing page explaining the type of information they will receive may help to provide clarification on what will be sent to them.

### b) Newsletter Review

Discussion ensued on how effective the electronic newsletters are. It was confirmed that they are emailed out and also included on the website. Consider promoting the newsletter on social media or some of the key highlights.

### c) Communications Calendar and Strategy

The Committee requested that the Communications Calendar and Strategy be included on the March 3, 2021 Council Agenda.

### d) Communications Plan – Working Document (Status Update)

No update at this time

**Moved by: Shirley Boxem and Seconded by: Emily Sedgwick**

THAT the Communication updates were received.

THAT the Communications Calendar and Strategy be included on the March 3, 2021 agenda for Council Review.

**CARRIED**

## 7. Monthly Theme Ideas

Monthly Theme Ideas – Email dated December 11, 2020

Discussion ensued on themes and items to include in monthly newsletters

February – include road facts and possibly feature Public Works Staff and include pictures, tips for snowshoeing and hiking.

March – Emphasis on “Green”, visit business directory for gardening needs, environmental tips, local arborist to provide some tree tips.

April – promote parks, things to do and places to stay within Mulmur

## **8. Items for Future Meetings**

List of Website updates not able to be completed

Monthly Newsletter Theme Ideas – May

Revised Form – Subscribe to Mailing List

## **9. Adjournment**

THAT we do now adjourn at 8:30 p.m. to meet again on March 8, 2021 at 7:00 p.m. or at the call of the Chair.

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**Chair**

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**Secretary**