



**MINUTES  
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE  
Monday, March 8, 2021 at 7:00 p.m.  
ELECTRONIC**

Members Present: Councillor Shirley Boxem, Karen Scully, Emily Sedgwick, Christine Hickey, Recording Secretary, Alexis Phillips

Regrets: Ruth Armstrong, Taria van Weesenbeek

**1. Call to Order**

The meeting was called to order at approximately 7:05 pm.

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

**3. Approval of the Agenda**

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

THAT the March 8, 2021 agenda for the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

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

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

THAT the February 1, 2021 minutes of the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

**5. Website Changes and Updates**

**Re: Website Changes Report**

Staff member, Alexis Phillips provided an overview of the Website Changes Report. A brief discussion ensued on the website; the committee thanked Alexis for the work completed.

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

THAT the report regarding the website changes and updates was received and discussed.

**CARRIED**

## **6. Communications Update**

### **a) Distribution List (Verbal)**

Staff confirmed that they will continue to provide an update on the distribution list numbers. Discussion ensued on understanding why individuals unsubscribe. Staff to confirm if this is information that can be further investigated.

### **b) Communications Plan- Process and Implementation Calendar and Strategy Communications Plan- Working Document (Status Update)**

Staff confirmed that the Calendar and communications plan are being worked on. Additional details on the implementation to be further discussed at another meeting.

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

THAT the Communication updates were discussed;

AND THAT the following action items be implemented: applicable content be shared on social media

**CARRIED**

## **7. Monthly Theme Ideas**

### **Monthly Theme Ideas – May and June**

Discussion ensued on themes and items to include in the May and June monthly newsletters.

May- Mother's Day, Long Weekend, flowers, cottages/seasonal residences, gardening needs, activities to do for kids, gardening tips, roads update/ restrictions lifted May 15

June- Getting outside, outdoor recreation, Father's Day, hiking/ Bruce trail (new badge for youth program), staying off private land, motorcycle safety/ message from OPP on road safety, end of school, recreation opportunities

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

THAT Monthly Theme suggestions for the May and June newsletter were discussed and provided to staff;

**CARRIED**

**8. Subscription Form- Landing Page (Verbal)**

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

THAT feedback for a landing page to the subscription form was discussed;

AND THAT Staff look into the possibility to include a landing page under the subscription form.

**CARRIED**

**9. Items for Future Meetings**

**Moved by: Karen Scully and Seconded by: Shirley Boxem**

Recommendation: THAT staff prepare a plan to promote subscriptions to the e-newsletter.

**CARRIED**

**10. Adjournment**

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

THAT we do now adjourn at 8:15 p.m. to meet again on May 10<sup>th</sup> at 7:00 p.m. or at the call of the Chair.

**CARRIED**

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**Chair**

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**Secretary**