



MINUTES
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
MAY 26, 2022
7:00 P.M.

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

Absent: Ruth Armstrong

1. CALL TO ORDER

The meeting was called to order by the Chair at 7:14 pm.

2. APPROVAL OF THE AGENDA

Moved by Boxem and Seconded by van Weesenbeek

THAT the agenda be approved.

CARRIED.

3. MINUTES OF THE PREVIOUS MEETING

Moved by Boxem and Seconded by van Weesenbeek

THAT the minutes of January 13, 2022 be approved.

CARRIED.

4. DISCLOSURE OF PECUNIARY INTEREST - NONE

5. ADMINISTRATION

5.1 1st Quarter Report: Communications Traffic

Members reviewed and discussed the first quarter report present by the Secretary. Discussed include the high percentage of opens for the newsletter, Facebook costs for paid content, and the use of Instagram reels/stories.

Members would like to see where the dead pages exist on the website, greater information on page engagement, separating the main page from the rest of the website, as well as where traffic flow is coming from on the 2nd Quarter Report.

Direction was given to staff to investigate the possibility of including a reason for unsubscribing to the newsletter.

Moved by van Weesenbeek and Seconded by Boxem

THAT the Committee receive the 2022 1st Quarter Communications Report.

CARRIED.

5.2 Elections Communications

The Secretary presented the elections communication calendar and content. Members suggested using the election videos as a reel on Instagram and tagging community groups on the Facebook posts. Members will review voter turn out to see if communications have made a difference at the end of the election.

Direction was given to the Secretary to add a “meet your candidates” post after nomination day and a post on election sign recycling with the County of Dufferin

Direction was given to the Secretary to investigate recording the all-candidates meeting for posting and viewing at a later date.

6. INFORMATION ITEMS

6.1 Township of Mulmur Magnet

6.2 February – May 2022 Newsletters

Members suggested moving the survey questions from the bottom of the newsletter to encourage greater participation.

Members discussed including a history of each property included on the historical register on the website.

Moved by Boxem Seconded by van Weesenbeck

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

CARRIED.

7. ITEMS FOR FUTURE MEETINGS

7.1 2ND Quarter Communications Report

8. ADJOURNMENT

Moved by van Weesenbeck and Seconded by Boxem

THAT we do now adjourn at 8:18 p.m. to meet again on July 14, 2022 at 7:00 pm or at the call of the Chair.

CARRIED.