



MINUTES
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Monday, May 31, 2021 at 7:00 p.m.
ELECTRONIC

Members Present: Karen Scully - Chair, Ruth Armstrong, Shirley Boxem, Emily Sedgwick, Taria van Weesenbeek, Tracey Atkinson – CAO, Roseann Knechtel – Deputy Clerk, Alexis Phillips – Recording Secretary

1. Call to Order

The meeting was called to order by the Chair at approximately 7:02 pm.

2. Approval of the Agenda

Moved by: Ruth Armstrong and Seconded by: Emily Sedgwick

THAT the May 31, 2021 agenda for the Community Communications Advisory Committee be approved as circulated.

CARRIED.

3. Minutes of the Previous Meeting

Moved by: Shirley Boxem and Seconded by: Ruth Armstrong

THAT the March 8, 2021 minutes of the Community Communications Advisory Committee be approved as circulated.

CARRIED.

4. Disclosure of Pecuniary Interest - None

5. Administration

5.1 Official Plan Update

CAO Tracey Atkinson – CAO, provided an overview of the upcoming Official Plan update. She reviewed the process and anticipated timelines for completion. The Committee reviewed potential gaps in communication and resident engagement.

Moved by: Karen Scully Seconded by: Shirley Boxem

THAT the Official Plan Workplan was reviewed and discussed with the Communications Committee.

CARRIED.

5.2 Terms of Reference

Roseann Knechtel – Deputy Clerk, reviewed the Terms of Reference and the mandate with the Committee. The Committee agreed that they have been successful in accomplishing their Mandate and Purpose, and can be of benefit for advising on specific issues or special projects moving forward such as the Township's upcoming Official Plan.

Moved by: Taria Weesenbeek Seconded by: Ruth Armstrong

THAT the Committee receive the Terms of Reference;
AND THAT the Committee recommend that Council advertise a vacancy for one member from the Mansfield area to join the Community Communications Advisory Committee.

CARRIED.

5.3 E-Subscription Promotion Report

Roseann Knechtel – Deputy Clerk, provided the Committee with the E-Subscription Promotion Report to outline how the Township of Mulmur has increased their communications since the implementation of the Committee.

6. Information Items

6.1 May Newsletter

The Committee received the May newsletter and offered suggestions for improvement. The Committee requested that the Noise Bylaw be highlighted in the next newsletter.

7. Items for Future Meetings

7.1 Social Media Subscriber Initiatives and Budget

8. Adjournment

Moved by: Ruth Armstrong and Seconded by: Emily Sedgwick

THAT we do now adjourn at 8:46 p.m. to meet again on August 30 at 7:00 pm or at the call of the Chair.

CARRIED.

Chair

Secretary