



Minutes
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Monday, August 17, 2020 at 7:00 p.m.
ELECTRONIC

Members Present: Councillor Shirley Boxem, Emily Sedgwick, Karen Scully, Daniel Sacolle, Ruth Armstrong, Taria van Weesenbeek

Staff Present: Christine Hickey, Recording Secretary

1. Call to Order

The meeting was called to order at approximately 7:01 p.m.

2. Declaration of Pecuniary Interest - None

3. Approval of the Agenda

Moved by: Shirley Boxem and Seconded by: Ruth Armstrong

THAT the August 17, 2020 agenda for the Community Communications Advisory Committee be approved as circulated.

CARRIED

4. Approval of Previous Meeting's Minutes – None

5. Introductions

Members of the Committee introduced themselves and provided a brief summary of their experience and what inspired them to join the Community Communications Advisory Committee.

6. Appointment of Chair and Vice Chair

Discussion ensued on the role of the Chair and Vice Chair, clarification was provided on how the appointment of the above noted positions would occur. At this time, as the members are all new it was determined that those interested in the positions would state their interest and a vote would occur.

Committee member Karen Scully indicated interest for Chair position and Member Daniel Sacolle indicated interest for the Vice Chair position.

Moved by: Ruth Armstrong and Seconded by: Emily Sedgwick

THAT Karen Scully be appointed as Chair and Daniel Sacolle be appointed as Vice Chair of the Township of Mulmur Community Communications Advisory Committee from August 2020 to August 2021.

CARRIED

7. Appointment of Recording Secretary

Moved by: Shirley Boxem and Seconded by: Ruth Armstrong

THAT Christine Hickey, be appointed as Recording Secretary of the Township of Mulmur Community Communications Advisory Committee.

CARRIED

8. Terms of Reference for Committee

Discussion ensued on the mandate of the committee; it was noted that the Terms of Reference provides direction to the Committee on meeting structure.

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

THAT the Terms of Reference for the Community Communications Advisory Committee be received.

CARRIED

9. Review of Communication Documents

Survey Report dated October 2, 2019 and November 6, 2019 - Mulmur Community Survey

Communication Strategy Brainstorming Session dated May 28, 2019

10. Vision and Goals - Discussion

Discussion ensued on the results presented in the Survey Reports and methods of communication. A Demographic Profile was requested from Staff, to assist the Committee in understanding who the audience is and what we will be able to do.

Possible additional methods to communicate to residents were suggested and included:

Tax Billing Notes and messages on the envelopes

Digital Newsletters (enhancing existing newsletters)

Increase Distribution List – Obtain new resident email address

Want to build a solid list, have the ability to sign up everywhere
Email Blasts

Discussion ensued on the website and ideas to improve the flow, engage citizens (photo contest, trivia contests), include videos (Mayor and Council, Fire Department) and have the ability to select what they would like to be notified about.

Discussion ensued on the available budget for communication initiatives. It was noted that the Committee brings forward ideas to Council.

It was requested that the Committee members look at information on websites that appeals to them and what makes them subscribe to the lists that they do.

Staff were requested to confirm the final look of the website and timing for input and suggestions, host of Mulmur email distribution list and how many newsletters have been sent (electronic and paper) over the last few years.

11. Adjournment

The meeting was adjourned at 8:39 p.m. meet again on September 28, 2020 at 7:00 p.m. or at the call of the Chair.

Chair

Secretary