



MINUTES
COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE
Tuesday, September 14, 2021 at 7:00 p.m.

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

Absent: Emily Sedgwick

1. CALL TO ORDER

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

2. APPROVAL OF THE AGENDA

Moved by Armstrong and Seconded by Boxem
THAT the agenda for September 14, 2021 be approved.

Carried.

3. MINUTES OF THE PREVIOUS MEETING

Moved by Boxem and Seconded by Armstrong
THAT the minutes of May 31, 2021 be approved.

Carried.

4. DISCLOSURE OF PECUNIARY INTEREST - NONE

5. ADMINISTRATION

5.1 CCAC Mandate

The Committee reviewed the new Council approved mandate.

Moved by Armstrong Seconded by Boxem
THAT the Community Communications Advisory Committee receive the Council approved CCAC Mandate.

Carried.

5.2 Communications Strategy: Review and Recommendations

Members reviewed the Communication Strategy, 2021 goals and future recommendations.

Moved by Scully Seconded by Armstrong

THAT the Community Communications Advisory Committee reviewed the Communications Strategy and recommend the following actions:

Schedule A: 2022 Goals to include Growing the Email List (ongoing from year one), encouraging business to join the Township Community Directory on our website, monitor website and social media traffic and drive engagement to the website, encourage feedback with a monthly newsletter question, reach out to community groups to receive permission to post on their social media pages.
Schedule C: amend Mayor's message to twice a year, adjust website content based on website traffic analysis, update telephone system to direct people online.

Carried.

5.3 Annual Report to Council – Committee Achievements

Direction was given to the Secretary to prepare a report showing their annual achievements.

Moved by van Weesenbeek Seconded by Armstrong

THAT the Community Communications Advisory Committee submit the annual report on achievements in 2021 to Council.

Carried.

5.4 2022 Meeting Dates

Moved by Armstrong Seconded by Boxem

THAT the Community Communications Advisory Committee agree to meet again on the following 2022 dates: January 13, April 14, July 14, October 13.

Carried.

6. INFORMATION ITEMS

6.1 Township Newsletters

6.2 Social Media Statistics

Moved by Boxem Seconded by Armstrong

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

CARRIED.

7. ITEMS FOR FUTURE MEETINGS

7.1 Tax Bill Insert

7.2 Feedback Questions

8. ADJOURNMENT

Moved by Armstrong and Seconded by van Weesenbeek

THAT we do now adjourn at 8:17 p.m. to meet again on November 23, 2021 at 7:00 pm or at the call of the Chair.

CARRIED.

Chair

Secretary