



**MINUTES**  
**COMMUNITY COMMUNICATIONS ADVISORY COMMITTEE**  
**Monday, December 07, 2020 at 7:00 p.m.**  
**ELECTRONIC**

Members Present: Councillor Shirley Boxem, Karen Scully, Ruth Armstrong, Taria van Weesenbeek, Jeanette McFarlane, Communications, Christine Hickey, Recording Secretary

Regrets: Emily Sedgwick

**1. Call to Order**

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

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

**3. Approval of the Agenda**

**Moved by: Ruth Armstrong and Seconded by: Shirley Boxem**

THAT the December 7, 2020 agenda for the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

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

**Moved by: Ruth Armstrong and Seconded by: Shirley Boxem**

THAT the November 7, 2020 minutes of the Community Communications Advisory Committee be approved as circulated.

**CARRIED**

**5. Election of Chair**

Discussion ensued on the Vice Chair role.

**Moved by: Ruth Armstrong and Seconded by: Shirley Boxem**

THAT Taria van Weesenbeek be appointed as Vice Chair of the Township of Mulmur Community Communications Advisory Committee from August 2020 to August 2021.

**CARRIED**

## **6. Website Feedback**

### **Re: Website Feedback from Committee Members**

Discussion ensued on the feedback provided for website changes, it was noted that Staff are still reviewing the comments and will provide a detailed update. The Committee requested that the update be brought to the February meeting.

**Moved by: Ruth Armstrong and Seconded by: Shirley Boxem**

THAT the website feedback changes were discussed.

**CARRIED**

## **7. A) Communications Plan – Working Document (Document Review)**

### **B) Communication Strategy and Calendar**

Jeanette McFarlane provided an overview of the Strategy and calendar, taking current communication tools and new ideas to create a formal process going forward. Discussion ensued on the proposed strategy and calendar; the committee was in agreement with the documents as presented. Further discussion on the possibility of staff asking those that attend the office and/or call in if they have signed up for the electronic newsletter. This will help increase the distribution list. The Committee requested that Staff and Council have a consistent signature line for emails that include link to social media and the new website.

**Moved by: Ruth Armstrong and Seconded by: Shirley Boxem**

THAT the Communication Strategy and Calendar was received.

**CARRIED**

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

THAT a standard email signature with links be created for all staff and Council to include a logo, name, title, contact, links to the website and social media and the same font size.

AND THAT the template signature line be created by Jeanette for use by Staff and Council.

AND FURTHER THAT a generic signature line be created for all electronic mail outs.

**CARRIED**

**Moved by: Shirley Boxem and Seconded by: Ruth Armstrong**

THAT the Committee request that Mayor Horner prepare a video encouraging local businesses to provide details on their business to the Municipal Office to add to the Mulmur website business directory.

**CARRIED**

## **8. Items for Future Meetings**

Committee Members to work on theme ideas for the monthly newsletter for the next meeting. It was discussed that for January the focus will be all things new.

**9. Adjournment**

**Moved by: Ruth Armstrong and Seconded by: Shirley Boxem**

THAT we do now adjourn at 8:17 p.m. to meet again on February 1, 2021 at 7:00 p.m. or at the call of the Chair.

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**Chair**

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**Secretary**