



Communications Committee Minutes February 22, 2019

Attendance: Cayman Heath, Roxanne Lambert, Reeve Barbara Shaw and Administrator Dylinna Brock

1. Roxanne Lambert called the meeting to order.
2. Motion by Reeve Shaw and seconded by Cayman Heath to approve the agenda for February 22, 2019, with the addition of two items under New Business, response to CBO regarding Facebook posts and Improved Meeting Experience. Carried
3. No declaration of conflict of interest.
4. Motion by Reeve Shaw and seconded by Cayman Heath to approve the Minutes of February 8, 2019. Carried
5. On Tuesday February 19, 2019 Committee of the Whole approved the Terms of Reference for the Communications Committee. Administrator Dylinna Brock, outlined that the Quorum section would be revised to show "50 % plus a half". The reason for this is to manage situations where committees have an odd number of members. For example, 5 members. 50 % would be 2.5 plus .5 means 3 members are required to achieve quorum.
6. Administrator Dylinna Brock brought forward the 2018 Township Newsletter for the Committee to discuss changes for this year's newsletter. Members identified items to keep and suggested there be a focus of directing residents to the Township Website and the Township Facebook page for more current information. Reeve Shaw will update the tri-fold document and submit it to the Administrator for Monday February 25th morning. This document will be mailed out to all ratepayers with their initial 2019 tax notices, which will begin that week.

Roxanne requested that staff provide the committee with the estimated costs associated with mailing information out to ratepayers. This will help the committee in terms of future work that might have financial implications. Administrator Dylinna Brock will bring back this financial information to the Committee.

At the next Communications meeting, the committee will begin a communication audit, to identify all the possible current means of communicating with all residents in Wollaston

Township as part of our Communications Strategic Plan. This will include strategies to reach seasonal residents, in cottages or the trailer parks, as well as seniors who might not have access to technology, as suggested by Cayman Heath.

Reeve Shaw is an administrator on the Township Facebook page and suggested that each of the individual paragraphs in the newsletter could be released on Facebook. She has committed to doing this for the Committee, once the Newsletter has been finalized and released.

7. The Committee discussed Tech/ Communication support needs. Reeve Shaw has been seeking support from Hastings County, it is a priority to develop municipal email addresses for individuals, not positions; dedicated laptops or tablets, and a website overhaul. Reeve Shaw shared that Hastings County has supported The Municipality of Hastings Highlands who currently has a request for proposal to support their Municipal Website (design, development, hosting). The Committee discussed the need to seek support for upgrading the Township website. This type of upgrade would allow the community who choose to do so, to access the information readily on their phones and other devices. Reeve Shaw volunteered to work on drafting an RFP identifying Wollaston's website needs.

Reeve Shaw will connect with Hastings Highland to request they share their RFP evaluation criteria.

Motion by Roxanne Lambert, seconded by Reeve Shaw to develop a draft RFP to be submitted to Committee of the Whole at their March 18, 2019 meeting for their discussion and recommendation. If COW approves it would go on the April 1st Council agenda. Carried.

Roxanne Lambert to draft a Committee Report, identifying the rationale for this website project, to be submitted to Administrator Brock by March 11th to meet the agenda timelines.

The RFP process is required in order to help determine what the financial costs of such a project would be, to help determine financing and budgeting.

The Communications Committee would also like to see an online Calendar on the Township website that would list, Committee Meetings, and Community Events, etc. This would also support the work of the Recreation Committee and Economic Development, Tourism and Planning Committees.

8. New Business. The Committee discussed the request by Frank Mills, CBO about using Facebook, whether to create a separate page or not. The Committee agrees that it would be best to have Mr. Mills share his information with current Administrators for the Township Facebook page, so we reduce the number of places people go to looking for information. The committee briefly discussed that we also have a separate Recreation Facebook page.

The Committee discussed the concept of improving Council and Committee of the Whole meeting experiences for community members who attend the meeting. It is intended that the meetings be welcoming and engaging for members of the public. The committee felt it was a very welcoming gesture by Administrator Brock who distributed candies on the seats at the last Council meeting. The committee discussed the possibility of the Township Staff and Council hosting a social time before their meeting where residents can have informal discussions with Council members.

9. The Committee agreed to hold our monthly meetings on the last Friday of the month at 2 pm. Date for the Next Meeting will be Friday March 29, 2019 at the Wollaston Council Chambers at 2:00 pm.
10. Check In & Closing. At the next meeting the committee will begin a brainstorming session to identify current communication avenues. In addition, Reeve Shaw will provide a draft social media policy for the committee to consider.
11. Motion to adjourn, Cayman Heath and seconded by Reeve Shaw. Carried.

Next Meeting: Friday March 29, 2019

Council Chambers, 2 PM