



## Communications Committee Meeting Minutes

April 26, 2019

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

Guests attending to become members: Jennifer Conlin, Wendy Mortimer

1. Roxanne **called the meeting to order** and welcomed Jennifer Conlin and Wendy Mortimer who are both interested in joining the committee. Motion by Barb, seconded by Cayman. Carried.
2. **Declaration of Interest:** None
3. **Approval of the agenda** with the following amendments: Roxanne requesting to move "Update RFP for Website" to the end of the agenda, as the committee will go in camera to score the two proposals received. Other additions under new business:
  - Cayman, Letter from Recreation Committee
  - Jennifer, Recreation North Kawartha
  - Barb, Share the space media request
  - Communications for Fire Hall
  - Faraday Hazardous Waste day Saturday May 11

Motion by Barb, seconded by Cayman, Carried.

4. **Approval of the Minutes** dated March 29, 2019. Motion by Roxanne, seconded by Cayman. Carried

### 5. Business Arising from Minutes

- a) **Update Dog tag sales & messaging.** Roxanne reported that 5 dog tags have been sold since the one Facebook post. Discussion to continue running this post. Barb will post another message, members encourage anyone with dogs to go into the Township office to see Theresa and purchase a dog tag, can also submit a picture of their dog to be posted. The purpose of the messaging is to notify the community that it a law to register their dogs. The committee will continue to monitor this over the next few months.

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- b) **Pricing for promotional items.** Roxanne asked the group to help create a list of possible promotional items so that estimated costs may be determined.

Items to consider:

Mugs

Reusable Grocery Bags

Reusable Water Bottles

Discussion that the committee might look into “creative” gifts such as handmade mugs through local artisans. This will be considered in the future once we establish a budget for promotional materials. We will also look into the costs of pop up banners that can be used at events.

**ACTION:** Roxanne to bring costs for these types of items to the next meeting.

- c) **Update new member recommendation.** At the previous meeting the committee voted to recommend Jennifer Conlin be added to the committee. Wendy Mortimer has also applied to become a member of the communications committee. Motion by Roxanne, seconded by Cayman to recommend Wendy become a member of the committee. Since COW has not met, Dylinna will bring forward both these recommendations in her Administrators report at the next Council meeting May 6, 2019. Roxanne noted that the Minute Taker position would be available. Jennifer expressed interest in this role.

**ACTION:** Dylinna to bring this recommendation forward to Council.

**ACTION:** Roxanne to connect with Dylinna to arrange for another orientation session for members who have not received it yet. Roxanne will also draft an orientation checklist.

## 6. Working Session Workplan development

Jennifer agreed to take notes to complete the workplan template. She will create it using Excel.

The committee members went through each item and discussed additional actions, timelines and measurements.

**ACTION:** Jennifer to circulate the template to the members approximately 1 week for the next meeting, and it will be finalized for submission to Council for approval.

7. **Council Update Branding Agreement with Hastings County.** This item was previously discussed under promotional materials. Wollaston has a signed agreement to use the logo. **ACTION:** Dylinna to begin reviewing the protocol for usage with Staff.

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8. **Updates from Staff:** The committee members have reviewed the Health and Safety policies, there were no questions. **ACTION:** Dylinna to send Wendy the Health and Safety policies to review before the next meeting.
9. **New Business:**
- a) Roxanne asked if we can post a notice about the upcoming Faraday Hazardous Waste day May 11. **ACTION:** Dylinna to send Barb Faradays notice and she will post it on facebook.
  - b) Jennifer shared that she has talked to Jim from North Kawartha. He is interested in connecting with Wollaston to share recreational information. Flyer looking for volunteers to help coach children's summer sports, and also that Wollaston children are eligible to register for these activities. Committee agrees this is a wonderful opportunity. **ACTION:** Dylinna to call Jim to discuss and then bring a request forward to Council.
  - c) Cayman circulated a letter from the Recreation committee. The committee briefly discussed the concept of requesting donations from businesses for prizes and fundraising. **ACTION:** Barb and Dylinna will discuss this further from a corporate perspective and follow up the Committee.
  - d) "Share the space" campaign. Barb requested that this item be deferred for a bit and that perhaps Wendy might be able to take the lead on this. Motion by Barb, seconded by Roxanne. Carried.
  - e) Communications Campaign for New Fire Hall: The committee discussed the need for a detailed approach. Why we need it, how we will manage the costs, importance to the community. First Responders. Insurance implications. Also want to highlight the local fire fighters. Currently 17 – 20 registered.

Motion by Barb, seconded by Roxanne to have Cayman connect with Theresa to find out the top 10 questions she is asked, and to bring this Q & A back for the next meeting. Carried.

10. **Check in.** Roxanne thanked Jennifer and Wendy. Confirmed the date of the next meeting. May 31, @ 2 pm.

Motion by Roxanne, seconded by Barb to go in closed session under S. 239(2)(k) to score the two RFP's received to redevelop the website. Carried. Jennifer and Wendy left the meeting as they are not yet approved committee members.

Motion by Roxanne, seconded by Barb to come out of closed session.



Motion by Barb, seconded by Roxanne “For the Administrator to make the recommendation to Council to award the web redevelopment contract to Upnorthwebs bid of \$7,200”. Carried. FLEWID was the second bid of \$15,000.

Motion to adjourn the meeting by Cayman. Carried.

Agenda Items for next meeting:

- Discuss and review Fall Newsletter
- Review the Dog Bylaw
- Draft Fire Communications Campaign
- 10 Questions
- Approve Workplan
- Keeping Track of volunteer hours