



Communication Committee Meeting Minutes

May 31, 2019

Attendance: Roxanne Lambert, Jennifer Conlin, Wendy Mortimer, Administrator Dylinna Brock, Reeve Barbara Shaw by phone

Regrets: Cayman Heath

Guest: Sheila Currie

1. Roxanne called the meeting to order at 2:15pm. The meeting start time was delayed due to completing an orientation session for new Committee Members, Wendy Mortimer & Jennifer Conlin
2. Declaration of Interest: None
3. Approval of the Agenda with the following additions, Section 5 add Newsletter and survey request from EDTPC; Section 9 Consent to Receive Electronic Communication and Overview & Timelines Monthly Chart. Motion by Roxanne, seconded by Jennifer, Carried.
4. Approval of the Minutes dated April 26, 2019. Deferred until Barb and Cayman are present at a meeting.
5. Business Arising from the Minutes:
 - Review of Dog Bylaw: The bylaw indicates residents must register their Dog by April 1st annually. Barb to incorporate this into the Facebook posts. The committee will bring forward a recommendation that a form be considered for inclusion in the 2020 tax mail outs that will allow residents to fill out the appropriate information to register their dogs.
 - Orientation Session Planned for new Members: An orientation checklist has been developed that will be used to orient new members to committees. **ACTION: Roxanne to distribute the orientation checklist to other Committees for feedback.**
 - Faraday Hazardous Waste May 11: No data available currently.
 - North Kawartha invitation to Jim to attend Council, deferred

- Recreation Committee Letter requesting donations. The Township has not established a policy, so this matter will be deferred until that happens.
 - Determine timelines for share the space. The Committee has been asked by the Recreation Committee to develop some messaging regarding sharing the space at the Pavilion. **ACTION: Jennifer will draft some language for discussion at our next meeting.**
 - Top “10 questions asked”. Thank you to Cayman who met with staff and provided this listing for the committee. Roxanne read out the questions identified. Barb has forwarded this to the web site developer. These are items that people have reported to staff, that they are having difficulty finding on the website.
 - Newsletter. The Committee discussed the content in the Newsletter. Discussion to add information on work of Council, Welcome new Treasurer, Fire Permits, date of the Fair. For the Spring Newsletter next year add information about Turtles. **ACTION: Roxanne to update the information and provide it to Dylinna by the third week of June**
6. Council Liaison. Reeve Shaw provided updates. The Budget was passed the night before. Council has been receiving feedback about the process. The budget timeline was delayed. Roxanne noted that the Treasurer will be working with the Budget and Finance Committee regarding the budget cycle and process; Communications Committee will be able to assist with messaging about the process for next year’s budget. Reeve Shaw noted next year there will be more opportunity for the Committee’s & Stakeholders to be involved in the process. This year, the process was Staff driven.

Reeve Shaw outlined the work that was being done to apply for a grant from the Canadian Tourism Experience fund (Fed Dev). The Township has proposed a Partnership with the Fair Board looking to create additional staging/parking area at the fair grounds, continuing the work from EDTPC using Revitalization funding. There may be an opportunity to make improvements at the Pavilion.

Both Environmental & Works, and EDTPC have requested that Communications support a survey of some sort to determine from the community what their vision for this property is.

ACTION: Roxanne to meet with members from EDTPC & Works Committee to move this item forward.

7. Updates from Administrator, Dylinna Brock:
- Status of reviewing Branding Usage with Staff: This item has not been completed. The Recreation Committee has requested training on the Social Media Policy. **ACTION: Dylinna to ensure the Committee members have a**

copy of the policy and Dylinna will meet with the Recreation Committee to review the policy.

Recommendations from May COW:

- The Recreation Committee has asked the Communications Committee to support promoting Canada Day celebrations. They have provided the itinerary for the day; **ACTION: Staff will work with Barb on this item.**
 - The Recreation Committee is encouraging other Committees to participate in the Parade with a float. The Communications Committee is unable to put together a float. **ACTION: Roxanne to send the Recreation Committee a thank you note for the invitation to involve other committees, and our appreciation for the great events they are hosting.**
8. Promotional Costing: Roxanne has created an initial report with costing from one supplier for the items the committee recommended. This includes: Mugs, Pens, Notebooks, Reusable Bags and Water bottles. The intent is to gather information in order to be able to submit a request for funding in the 2020 budget for promotional items. **ACTION: Roxanne will add to the document to provide additional pricing from other companies for comparison and bring this item back to the Committee in the Fall.** The Committee will need to determine who the intended audience is for the promotional items, which will determine how they will be branded.
 9. Discussion Draft Fire Communications: Barb provided an update. She has been in touch with Acting Fire Chief, Jason Post and he has assigned Cindy Fuerth as the lead contact. Looking to meet with the Volunteers and outline what the Township is trying to achieve with the Fire Hall build. The Communication campaign will be multi-faceted to include the role of the Fire Department, promote awareness of who the volunteers are, personal profiles of volunteers if they are willing, outline why it is important to have fire services in terms of insurance, information around the project build, messaging about how the project will be funded etc. **ACTION: Jennifer will work on this project with Barb.**
 10. Workplan Review. Roxanne thanked Jennifer for putting the workplan together. It has been submitted to COW. The workplan will stay on the agenda as a standing item. Once we have more information from the committees, we will be able to set the measurement for those two items.
 11. Tracking Volunteer Hours. The form was distributed for members to note their volunteer hours for work on the committee. This will be a standing item on the agenda. Wendy noted that this form wasn't mentioned at the Environmental & Works Committee meeting earlier today. **ACTION: Roxanne to send the form to the Chair.**

12. New Business

- Election of Minute Taker position. Jennifer is willing to volunteer for this role. Motion by Wendy, seconded by Roxanne to appoint Jennifer Conlin as the Minute Taker. Carried.
- Roxanne brought forward a form from Limerick Township: Consent to Receive Electronic Communications. The committee discussed how we might work further on this concept. **ACTION: Wendy will take the lead on gathering more information on this to bring back to the committee.** Barb will provide an introduction by email for Wendy to Leeann Sauter from Bancroft and Larry Dean from County.
- Overview & Timeline chart for Social Media posts: Roxanne provided a draft monthly chart that identifies when certain communications should be posted on Social Media regarding the Township's business. This is intended to be a tool to assist staff. **ACTION: Members to review the chart to discuss further at our next meeting.**
- Barb noted that it would be good to create new letterhead for the Township for consistency. **ACTION: Roxanne will prepare a draft for the next meeting.**

13. Motion to Adjourn at 3:45 pm, by Jennifer. Carried.

Next Meeting Date: June 21, 2019 (Time to be determined and confirmed)

Agenda items:

Any Questions regarding the Orientation Training? (Jennifer & Wendy)

Electronic Communications