



**Policy Review Committee Action Report
for April 26th, 2011 held in the
Council Chambers Immediately following Council**

PRESENT: Mayor LeBlanc, Deputy-Mayor Sonnenburg, Councillor Antonakos, Councillor Flynn, Councillor Probert, Councillor Black, Councillor Strike, Duncan Rogers, Clerk, Paul Knowles, Chief Administrative Officer

- 1) **DECLARATION OF PECUNIARY INTEREST** - now or anytime during the meeting
- 2) **REGISTRATION OF PUBLIC WISHING TO SPEAK** - with the secretary
- 3) **PLEASE TURN OFF ALL CELL PHONES AND PAGERS**
- 4) **Communication 122195 is a closed meeting**
- 5) **If there is an addendum, in accordance with Section 15.2.4 (of Striking Report) does the committee wish to approve this addendum?**

TO BE DISCUSSED

122007 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date December 8th, 2010
Topic Striking Committee

SUMMARY

The 122nd Striking Committee Report has been finalized with noted exceptions to follow.

UPDATE

The attached Work Plan has been developed for the Municipal Heritage Committee. Also, the Economic Development Committee and the Community and Cultural Development Committee are to be established.

STAFF RECOMMENDATION

THAT the attached Work Plan be endorsed and the Striking Committee Report be amended to activate the Municipal Heritage Committee.

THAT the Striking Committee Report be amended to include the attached outlines for the Recreation Committee, the Economic Development Committee and the Community and Cultural Development Committee.

COMMITTEE DECISION

THAT the attached Work Plan be endorsed and the Striking Committee Report be amended to activate the Municipal Heritage Committee.

THAT the Striking Committee Report be amended to include the attached outlines for the Recreation Committee, the Economic Development Committee and the Community and Cultural Development Committee.

122061 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date December 22nd, 2010
Topic Corporate Communications Plan

SUMMARY

Earlier, staff prepared a Corporate Communications Plan. The plan should be updated and expanded with emphasis on the web page and include a plan for webcasting meetings and participating in social media.

In 2010, the Town participated in a joint tender with a number of other municipalities for regular print advertising (Municipal Matters). The new contract reduced costs and is for four years ending in July 2014.

UPDATE 1

As directed by Community Issues Committee, staff have been investigating various aspects for a Corporate Communication Strategy:

WIFI Access for the Public

WIFI access is currently available to the public in the Town Hall, the Library and the Arena. It could also be provided at the Pool at a cost of approximately \$1000 Per year.

Webcast of Meetings

Two options are available for webcasting meetings – live streaming or record/view.

Live streaming involves installing a camera in the Council Chambers and then connecting camera and sound system into the internet. The public could then view meetings live on their computers through the Town's web site. This would be similar to a one way 'Skype' connection or similar to watching on TV. The meetings could only be viewed live and there would not be any recording or video records created by the Town (although potentially, a member of the public could record portions of a meeting). Live streaming would cost approximately \$2500 to set up with little ongoing cost.

Record/View also involves installing a camera in the Council Chambers and then connecting camera and sound system to the internet. However, instead of broadcasting the live feed of the meeting, the meetings would be recorded by an external firm. The meetings would be viewed through a link on the Town's web site and they could be viewed through an archive. Record/View of meeting would cost approximately \$10,000 per year.

UPDATE 2 - Notice Board Sign

The proposed notice board sign at Beckwith Street and Lake Avenue East is planned to include a fixed sign displaying the Town's image brand and the Farmers' Market signage. The notice board portion, of the sign, would be 30"x 80" (which is twice the size of the notice portion of the Police/Fire sign). Topical notices, similar to the "What's New" part of the web site, would be displayed on the notice board. The sign is estimated to cost \$25,000 - \$35,000.

Slide Show Presentations

A sample of a slide show, that could be displayed in buildings such as Arena, Library, Childcare, Town Hall?, Hospital?, will be presented. Estimated cost is approximately \$1,000 per location.

UPDATE 3 - Social Media

Staff will present examples of social media including Facebook, Twitter, Blogs and review the advantages/concerns with each. Operating Social Media cost very little but has potential to occupy a considerable time.

122061 Continued

COMMENT

Implementing new forms of Corporate Communication will require financial and staff resources. The entire Corporate Communications plan needs to be considered in its entirety and then appropriate financial and staff resources committed to successfully implement the components desired by Council. Subsequent presentations to Council will cover press releases, newsletters, Web Site organization and content, utilizing local media (radio etc) and other forms of communication with a draft of a compiled new Corporate Communications Plan presented together with the associated resource implications this spring

STAFF RECOMMENDATION

THAT Council provide comments on the presented components of the Corporate Communications Plan Bring Forward.

COMMITTEE DECISION

THAT Council provide comments on the presented components of the Corporate Communications Plan Bring Forward.

122193

Received from Sister City Committee
Addressed to Policy Review Committee
Date April 20th, 2011
Topic Liquor Event

SUMMARY

On May 28th, 2011, the Sister City Committee will host their annual Wine'd Around Downtown event. This year wine tasting is planned for a number of the restaurants and also to include the Moore House and the Town Hall Auditorium. For the municipal facilities, Council's permission and six responsible adult event monitors are required.

STAFF RECOMMENDATION

THAT Council authorize serving liquor at the Wine'd Around Downtown event on May 28th, 2011 at both the Moore House and the Town Hall Auditorium.

FURTHER THAT the six responsible adult event monitors provide monitoring by circulating throughout the various venues of the event.

COMMITTEE DECISION

THAT Council authorize serving liquor at the Wine'd Around Downtown event on May 28th, 2011 at both the Moore House and the Town Hall Auditorium.

FURTHER THAT the six responsible adult event monitors provide monitoring by circulating throughout the various venues of the event.

122194 Received from Lanark County Plowmen's Association
Addressed to Mayor LeBlanc, Council Members
Date April 18th, 2011
Topic 25th Anniversary - Lanark County Plowmen's Association

SUMMARY

Members of Council are invited to the Lanark County Plowmen's Association anniversary dinner on July 23rd, 2011 and to the annual Plowing Match on August 19th, and 20th, 2011.

STAFF RECOMMENDATION

THAT available members of Council attend.

COMMITTEE DECISION

THAT available members of Council attend.

122195 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date April 20th, 2011
Topic Closed Meetings

SUMMARY

As authorized by the Municipal Act, Council should review selected items in closed session.

STAFF RECOMMENDATION

THAT in accordance with Section 239 of the Municipal Act, S.O. 2001, that the meeting be closed to the public with the following agenda:

AGENDA

- 14-09-10-2 a proposed or pending acquisition or disposition of land by the municipality or local board;
- 12-04-11-1 personnel matters about an identifiable individual, including municipal or local board employees;

COMMITTEE DECISION

THAT in accordance with Section 239 of the Municipal Act, S.O. 2001, that the meeting be closed to the public with the following agenda:

AGENDA

- 14-09-10-2 a proposed or pending acquisition or disposition of land by the municipality or local board;
- 12-04-11-1 personnel matters about an identifiable individual, including municipal or local board employees;
- 11-01-11-1 a proposed or pending acquisition or disposition of land by the municipality or local board;
- 15-03-11-1 litigation or potential litigation including matters before administrative tribunals, affecting the municipality or local board;
- 26-04-11-1 personnel matters about an identifiable individual, including municipal or local board employees;

122195 Continued

REPORT TO COUNCIL

14-09-10-2 Bring Forward

12-04-11-1 THAT the Striking Committee Report be amended to add Debbie Turner to the Accessibility Advisory Committee.

THAT the Striking Committee Report be amended to appoint Bernie DeFrancesco, Margaret Smith, Andrew Tennant, John McIntyre and Councillor Probert to the Municipal Heritage Committee.

THAT the Striking Committee members of the Recreation and Culture Committee be appointed to the Recreation Committee.

11-01-11-1 Bring Forward

15-03-11-1 Receive and File.

26-04-11-1 Receive and File.