



COMMITTEE REPORT

COMMUNICATIONS

DATE: October 4, 2021

ATTENDEES: Councillor Tim Fox (Chair), Councillor Pat Septon (Vice Chair), Nancy Moore, Cindy Hackett, Mark Murray, Emily Gregory (Staff)

REGRETS: None

The Communications Committee met on Monday, October 4, 2021 @ 5:35 pm.

Committee Report of September 13, 2021

The Committee was informed that Susan Cassidy has stepped down from the Committee and that Council made a decision not to accept Dan Fortier as a member of the Communications Committee. The Chair invited the Committee to recommend to him additional members that may be interested in volunteering with the Committee.

An update on projects were provided:

Hanwell Herald Fall Edition

- Emily Gregory presented the full draft of the Herald and the Committee was pleased with it.
- The group reviewed the magazine and provided final edits. Emily will accept further edits until noon on October 5th.
- The Hanwell Herald will be sent to print on the afternoon of October 5th
- The Committee decided that our goal moving forward will be to have the Hanwell Herald Published by the 15th day of January, April, July and October
- The Winter edition will highlight our trails and outdoor winter activities among other stories
- The Committee may add extra small issues (either single or multi-page) as determined by the Committee between full-edition Herald publications
- Staff will provide the Committee with the costs of production and mailing as well as revenues generated by advertisements so that the Committee can put together a budget for the Herald

Welcome Package

- Postcard image was changed to a photograph of Hanwell Place
- Emily will send the photo to Pat and Cindy to photoshop in a bluer sky
- It was agreed that a "vanity URL" for the Sentinel registration page would be helpful and make it easier for people to sign up. Mark will bring this to the EMO Committee for their consideration.
- Emily provided samples of recyclable bags and the Committee chose a large bag (the black sample bag). We will order this in forest green with white lettering
- Staff will check with other committees before ordering in case other committees may have a use for the bags so that we can do one bulk order and save on costs
- It was suggested that seed packages be placed in the welcome package (this was from last month)
- Emily has started to contact local businesses to see if they are interested in donating items



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Social Media Communications Policy (Draft)

This policy has a lot of wording to deal with the Hanwell Residents Facebook page which is now no longer under the control and authority of the Rural Municipality of Hanwell. Therefore, Tim will review this policy with staff and will re-write the policy for consideration by the Committee at our November meeting. Once we are happy with it, the policy will go to the Governance and Policy Committee for their review before going to Council for approval.

Next regular meeting will be held on November 1, 2021 at 5:30 pm

Meeting Adjourned at 6:50 pm.

Respectively Submitted,

Councillor Tim Fox (Chair)