

# COMMUNITY MONITORING COMMITTEE

COMMUNICATIONS SUBCOMMITTEE MEETING, NOVEMBER  
18, 1999

## MINUTES

### 1. Minutes of Previous Meeting.

The minutes of the last meeting October 21 were approved as circulated.

Attendance	
wright A.	Vice Chairman
Murray	Member
D. Mason	Exec Director
E. Culham	Communications

## 2. Newsletter of November.

Members expressed their satisfaction in:

- the newsletter in the three newspapers, The Masthead, The Chronicle Herald and the Daily News,
- the review process prior to printing worked well,
- the reduction of text and the use of figures and diagrams was more reader appealing.

E. Culham said there were a number of telephone calls of inquiry from readers. The callers expressed an interest in the CMC and its work. All callers were supportive of what they read and the work of CMC.

Members offered suggestions for use in future newsletters including:

- more visuals,
- adjust the text volume for small sized news sheets ie: Masthead.

## 3. Citizen Inquiries/Complaints.

A. Murray said she was approached on 3 occasions regarding the inability to obtain a response from the HRM hotline. Her question is where to send these people for information.

### RECOMMENDATION 1:

that CMC again circulate to members the complete list of contact persons for the solid waste management plan implementation. RECOMMENDATION 2:

that CMC circulate a protocol on complaint resolution including:

- logging in the complaint- written and verbal,
- notification to HRM,
- response from HRM,
- follow up with the complainant.

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4. Content for the Annual Monitoring Report to the Public.

D. Wright suggested that the annual monitoring report include: • experience obtained from the first year of operation, • comments of the various glitches, • adjustments to the processing.

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5. Communications Strategy.

A. Murray reviewed the information from the last meeting and offered several suggestions on content prior to the meeting. D. Wright provided written comments to members at the meeting. K. Murphy also provided notes for consideration.

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A. Murray agreed to present to the next CMC meeting a summary of the work to date and the recommendations of the subcommittee.

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E. Culham provided an information package for use and including the feedback from members including:

- a review of the community communication and reporting from: • the Memorandum of Association, the CMC/HRM agreement, • a monthly schedule for 2000 and 2001 for: • newsletters, • general communications, • several other functions identified in the scoping paper.

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- Members reviewed the schedule item by item leading to a recommendation to present to the CMC. E. Culham was asked to revise the schedule and functions to include the results of this meeting including: newsletter, • three times per year, • co-ordinate to envir. week (Oct), report card (Feb), AGM (June), • consider revising the page size, • monthly column on monitoring, • direct to the local community - The Masthead, • consider months between newsletters, frequency depends on time considerations, annual report, • make complete, not flashy, provide copies to the public upon request,

b), AGM (June),

5. Communications Strategy (Cont'd).

- brochure/yearly review/office opening,
- coordinate with the office opening,
- include mandate and members,
- keep simple,
- use the HRM brochure as a model,
- prepare for use in Jan/Feb,
- members update,
- prepare for September release,
- logo/tag line/style management/business cards,
- prepare now,
- clipping file,
- do as a member activity,
- keep file at office,
- earth day/envir week/display-trade shows,
- potential role is monitoring only, a limited activity,
- subcommittee to review each opportunity as it arises, media releases, limit to announcements ie: annual meeting, develop later the criteria for issues protocol, public service announcements, use for events announcements ie: tours.

- RECOMMENDATION 1:

- that the communication strategy be presented to CMC for adoption including the reference to the CMC mandate and the schedules and functions for years 2000 and 2001.

- 6. Next steps:

RECOMM provide to CMC a report a and the recommendations.