

**REGION OF QUEENS MUNICIPALITY
COMMITTEE OF THE WHOLE
TUESDAY, MAY 16, 2017
9:00 a.m.**

PRESENT: Mayor David Dagley, Chair
Councillor Kevin Muise
Councillor Heather Kelly
Councillor Brian Fralic
Deputy Mayor Susan MacLeod
Councillor Jack Fancy
Councillor Raymond Fiske
Richard MacLellan, Chief Administrative Officer
Jennifer Keating-Hubley, Director of Finance
Christine Watson, Recording / Management Secretary

REGRETS: Councillor Gilbert Johnson

1.0 CALL TO ORDER:

Mayor Dagley called the meeting to order at 9:00 a.m.

1.1 Approval of Agenda

It was moved by Councillor Fralic and seconded by Councillor Fiske that the amended Agenda be approved.

MOTION CARRIED unanimously.

1.2 Approval of Minutes – April 18, 2017

It was moved by Deputy Mayor MacLeod and seconded by Councillor Fancy that the April 18, 2017 minutes be approved as circulated.

MOTION CARRIED unanimously.

1.3 Public Comment

Leon Robertson – 45 College Street, Liverpool – Mr. Robertson commented on the recent announcements for development on Barss Street and at Queens Crossing and enquired on a timeline for development to begin. He also enquired if consideration would be given to having public meetings with constituents.

Mr. Robertson further commented under Item 3.1 Communications Strategy, if the Region would be publishing newsletters. Mayor Dagley stated there was a newsletter published and issued in December 2016 and one is due to be released.

2.0 RECREATION

2.1 Queens Place Advisory Committee Update

Mayor Dagley welcomed Mike Anthony, Chair, Queens Place Advisory Committee, to Council to give an update on the committee.

The QPAC was formed in the fall of 2016 and a work plan was created. The work plan includes topics (which were rated for priority) which include:

- Youth – broken down into four groups – 0-4, 4-9, 9-13, 13-18
- Lobby Area
- Arena
- Room
- Track
- Fitness Center/Studio
- Outside Space
- Seniors
- Marketing

An evaluation matrix was developed to rate ideas brought forth under each topic. The matrix factors include:

- Financial Impact
- Social Impact
- Health Impact
- Economic Impact
- Impact on Existing Users
- Health, Safety and Risk Management
- Impact on Human Resources
- Impact on Monetary Resources

When each topic for discussion is completed, a report will be provided to Council. There is no predetermined timeline for each topic, but were prioritized.

Any ideas or suggestions for consideration can be provided to staff to pass onto the committee or through the Chair of the committee.

Councillor Fancy enquired if there is any in school programming in place for families that may require assistance. Mr. Anthony stated there are a number available through programs such as Jumpstart, etc., and will bring forward to the committee.

3.0 CAOs OFFICE

3.1 Communications Strategy

Heather Cook, Community Development Coordinator, made a presentation to council on Communications Strategy (copy of presentation attached to original set of Minutes).

Some highlights included:

- Why Communicate? – Obligation to keep the public informed of direction and activities.
- Why Update? – There is a new Council, new priorities and the community has moved into recovery from crisis from the closure of Bowater.
- What's New or Changed? – There is a new council, changed economy and changes in the community. Strategy has changed to reflect these. New strategic priorities guide and position our communications, all decision of council and communications of those decisions are focused on growing our economy and population.
- How Much Communications? – Currently approximately 80% of time is spent on communications.
- What Are We Doing Well? – Face Book, Twitter, Media Releases, Audio Recordings
- What Can We Do Better? - Community engagement, communicating outside RQM, use of Councillors, and Brand.
- Who Communicates? – ALL are talking to people, residents and visitors and passing along stories and events in districts and throughout Queens.

A copy of the DRAFT Communications Strategy was provided to Councillors for their review and feedback. Councillors requested a workshop to discuss.

3.2 Social Media Policy

It was moved by Deputy Mayor MacLeod and seconded by Councillor Fiske:

THAT the Committee of the Whole recommend that the Council of the Region of Queens Municipality approve and adopt Personnel Policy Number 34, Social Media Policy.

It was moved by Councillor Kelly and seconded by Deputy Mayor MacLeod:

THAT the motion be amended to read the Committee of the Whole recommend that the Council of the Region of Queens Municipality approve and adopt a Social Media Policy.

AMENDED MOTION CARRIED unanimously.

Richard MacLellan, CAO, stated the policy should be part of the Operational Policies. It was brought forward following discussions with legal counsel that we do not have a

Social Media Policy; therefore, one was developed by staff (copy attached to original set of Minutes:

1. to establish a policy that promotes municipal transparency and accountability to the public; and
2. provides clarity to employees, volunteers and elected officials with respect to their role representing the Municipality, and their interactions and representations on social media.

3.3 Elm Street Renaming

Mike MacLeod, Planner, provided background stating that concern originated by a member of the public regarding duplication of street name, being Elm Street. There is one in Liverpool and one in Brooklyn. At the March 14, 2017 meeting of Council, direction was given to staff to initiate a process to rename Elm Street in Liverpool. Under the Region's policy of naming and renaming roads there is provision which states when new municipal streets are being created, Council shall give serious consideration to naming any such new street after persons in Queens or previously from Queens who have made significant positive contributions to the community. Staff initiated a process where they sought input from the public as to submission of names. There were 26 submissions received, and a refined list for Council's consideration will be brought forward.

4.0 IN CAMERA

It was moved by Councillor Kelly and seconded by Councillor Muise that the proceedings go "In-Camera" at 10:50 a.m. to discuss the following:

4.1 Property Matter MGA 22(2)a

MOTION CARRIED unanimously.

Council recessed for 10 minutes at 10:50 a.m.

It was moved by Councillor Fiske and seconded by Councillor Muise that the proceedings exit the "In-Camera" session at 11:30 a.m.

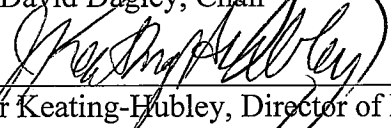
MOTION CARRIED unanimously.

5.0 ADJOURNMENT

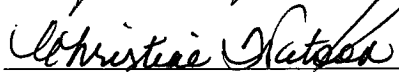
There being no further business, the meeting adjourned at 11:30 a.m.



Mayor David Dagley, Chair




Jennifer Keating-Huble, Director of Finance



Christine Watson, Recording / Management Secretary

Date Approved: June 20, 2017


Communications Strategy

Update  May 16, 2017

Why Communicate?

- Obligation to the public to keep them informed of direction and activities of the Municipality
- Aligns with Council Priorities

○ OVERALL GOAL:
For the Region of Queens Municipality to have an informed public, knowledgeable about the Region's plans, priorities, growth and progress.



Why Update?

- RQM original Communications Strategy – 2001
- Updated/revamped Communications Strategy – December 2014
- Changes to community, economy and Council ... time to update again

What's New or Changed?

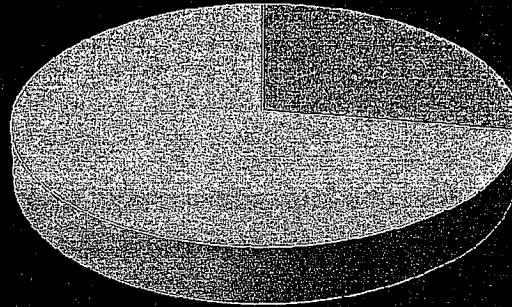
2014 – trying to move from crisis to recovery
2017 – we are in recovery, moving towards prosperity

- Overarching themes of communications
- Tone of communications – less cheerleading
- Spokesperson
- Establish Service Standards
- Social Media - Tempo of information
- Develop a stronger relationship with media
- EMO Communications

How Much Communications?

- Obligation to the public
- Relationship with media
- Balance of resources allocated

Time Spent on Communications



■ 2012/13 ■ 2016/17

What are We Doing Well?

- Social Media
- Proactive on positive news and challenges to our community
- Public know "more" overall than 5 years ago
- More informed staff
- Communications is part of decision making

What Can We Do Better?

We can always improve, and strive to do so



- Face to face community engagement
- Connect the dots
- Understand how to use Councillors
- Communicating outside of RQM
- Brand

Who communicates?

Together, we make communications work!



- 10,305 residents,
- 4,745 households,
- Over 400 businesses,
- Nearly 250 community groups,
- 50 communities,
- Professional Municipal staff,
- And an engaged, connected, community minded Council of 8

There are stories to tell, and people to tell them to - your ideas are welcome!

REGION OF QUEENS MUNICIPALITY

Operational Policy No. 83 Social Media Policy

General Statement of Policy

It shall be the policy of the Region of Queens Municipality ("Municipality") to provide clarity and direction respecting the use of social media for employees, volunteers and elected officials.

Policy Objectives

1. To establish a policy that promotes municipal transparency and accountability to the public; and,
2. Provides clarity to employees, volunteers and elected officials with respect to their role representing the Municipality, and their interactions and representations on social media.

Policy Directions

Municipality's Social Media Accounts and Postings

1. The creation and administration of social media sites, including but not limited to, LinkedIn, Facebook, Twitter, Instagram, Snapchat, representing the Municipality must be authorized in advance by the Chief Administrative Officer ("CAO").
2. Operation and administration of the Municipality's social media accounts and postings will be delegated by the CAO to the Communications Officer outlined in the Communications Strategy. Only persons authorized per the Communications Strategy shall post on behalf of the Municipality on any social media medium. Further, only content approved by the official spokesperson or their delegate shall be posted on behalf of the Municipality.
3. When the Municipality uses a social media site which allows public comments and posts, the following content will not be permitted:
 - Comments/posts not related to a posted article/topic/information;
 - Business solicitation;
 - Profane or inappropriate language;
 - Content considered to be defamatory, disparaging, disrespectful or insulting to individuals, including municipal staff or representatives;

- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation or any other prohibited ground of discrimination under the *Nova Scotia Human Rights Act*;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity; and
- Any content deemed inappropriate by the Municipality.

The Municipality reserves the right to monitor its social media sites and remove any content. Without limiting the generality of the foregoing, if the Municipality finds any content on its social media site that offends section 3 herein, it will remove the content, or contact the appropriate administrator or network and request the content be removed.

4. User comments and messages posted to official social networking sites are considered transitory records and will not be kept as a permanent record by the Municipality.

Use of any Social Media

5. Social Media sites are public, regardless of the privacy settings. As such, any postings (content, statements, pictures or comments, etc.) by an employee, volunteer or elected official, regardless of whether posted on Municipality sites or otherwise, could negatively impact the Municipality, its reputation, workplace, other employees, partners/vendors or its customers/clients.

Employees, volunteers and elected officials are required to comply with the following guidelines when making posts or comments on **any** social media site, regardless of whether their social media interactions are during or outside of work hours:

- a. Conduct and represent themselves professionally;
- b. Posts, pictures, comments or any content involving the following will not be tolerated:
 - i. Proprietary and confidential municipal information, including internal information and activities, confidential information of municipal employees, businesses partners, customers or clients;
 - ii. Inappropriate content, including harassing, bullying, intimidating and discriminatory content or sexual innuendos regarding employees, management, volunteers, Council members or other elected officials, customers/ clients, corresponding organizations or vendors; and

- iii. Defamatory, derogatory or disparaging statements regarding the Municipality its employees, management, volunteers, Council members or other elected officials, customers/clients, corresponding organizations, or vendors.
 - c. No employee, volunteer or Council member shall purport to speak or post on behalf of the Municipality, unless they have received the authorization to do so, as outlined in this policy and the Communication Strategy (as amended from time to time).
 - d. Unless acting as the official or authorized spokesperson, the comments or postings of staff or elected officials do not represent the Municipality; however, all staff, volunteers and elected officials shall comply with this policy.
6. The use of social media in the workplace must not have a negative impact on that employee's productivity or efficiency, or the productivity or efficiency of others in the workplace.
7. Any communications sent over the Municipality's networks and computers are the Municipality's records. At any time without prior notice, the Municipality reserves the right to examine and analyze email, personal file directories, internet access logs, and any other information stored on the Municipalities computers. Such examinations support external and internal investigations, assure compliance with various policies, and assist in the management of information systems. Employees, volunteers and elected officials should have no expectation of privacy associated with the information they store in or send through these systems, whether encrypted or not. Employees, volunteers or elected officials using the Municipality's information systems and/or Internet access should realize that their communications are not automatically protected from viewing by third parties. Do not sent information over the Internet or internally that is considered sensitive or private without encrypting the message.
8. The Municipality will adhere to all applicable legislation regarding privacy and freedom of information, including but not limited to, the *Freedom of Information and Protection of Privacy Act*. In addition, the Municipality's records may be subject to subpoena by a court of competent jurisdiction. As such, employees, volunteers and elected officials should be aware that personal and other information contained in electronic correspondence (or printed versions thereof) which are directed to the Municipality or other information contained on the Municipality's networks and computers may be required to be disclosed under legislation or pursuant to a subpoena from a court of competent jurisdiction. The anonymity or confidentiality of the sender or author of any information contained within the correspondence or otherwise contained on the Municipality's networks and computers cannot be presumed or relied upon.

Failure to Abide by Policy

9. Any employee who fails to follow this policy may be subject to disciplinary action, up to and including termination of employment.

Any volunteer who fails to follow this policy, may face a restriction or removal from volunteer roles, activities or opportunities.

Council members who fail to follow this this policy may be subject to corrective action by Council in accordance with Policy 74 – Code of Conduct for members of Council and Public Committee Members.