



Community Communications Committee Meeting Minutes

**Thursday, February 20, 2025, 4:32 p.m.
McNaughton Room - 3rd Floor, City Hall**

1. Community Communications Committee Meeting 01-2025

Vice Chair Derek Tycholas

2. Members

Councillor Rajni Agarwal
Kathryn Lyzun
Councillor Kristen Oliver
Derek Tycholas

3. Officials

John Collin, City Manager
Krista Power, Director of Legislative Services & City Clerk
Cynthia Olsen, Director – Strategy & Engagement
Stephanie Reid, Communications Specialist
Crystal DePeuter, Council & Committee Clerk

4. Disclosures of Interest

5. Agenda Approval

MOVED BY: Councillor Kristen Oliver
SECONDED BY: Kathryn Lyzun

WITH RESPECT to the February 20, 2025 meeting of the Community Communications Committee, we recommend that the agenda as printed, including any additional information and new business, be confirmed.

6. Confirmation of Previous Minutes

The Minutes of Meeting 03-2024 of the Community Communications Committee, held on December 12, 2024, to be confirmed.

MOVED BY: Councillor Kristen Oliver

SECONDED BY: Kathryn Lyzun

THAT the Minutes of Meeting 03-2024 Community Communications Committee, held on December 12, 2024, be confirmed.

7. Election of Chair and Vice-Chair

Director-Legislative Services & City Clerk Krista Power administered nominations for Chair of the Community Communications Committee for 2025.

MOVED BY: Derek Tycholas

SECONDED BY: Kathryn Lyzun

WITH RESECT to the position of Chair on the Community Communications Committee, we recommend that Councillor Rajni Agarwal be appointed Chair of the Committee for the remainder of the 2025 calendar year, and until a replacement has been appointed, as required annually.

CARRIED

Director-Legislative Services & City Clerk Krista Power administered the nomination for Vice-Chair of the Community Communications Committee for 2025.

MOVED BY: Councillor Rajni Agarwal

SECONDED BY: Kathryn Lyzun

WITH RESPECT to the position of Vice-Chair of the Community Communications Committee, we recommend that Derek Tycholas be appointed Vice-Chair of the Committee for the remainder of the 2025 calendar year, and until a replacement has been appointed, as required annually.

CARRIED

At the request of the Chair, Vice Chair Derek Tycholas continued as Chair for the

remainder of the meeting.

8. Terms of Reference

Committee Terms of Reference to be reviewed, as required annually.

Director-Strategy & Engagement Cynthia Olsen provided verbal suggestions to update the Terms of Reference.

Director-Legislative Services & City Clerk Krista Power advised that work is being done by the Office of the City Clerk to standardize the format of Council Committee Terms of Reference.

It was decided by the Committee that the updated Terms of Reference would be reviewed at the next meeting.

9. Budget Community Engagement

Communications Specialist Stephanie Reid provided an overview of public engagement efforts relative to the budget process. Highlights included:

- Engagement was split into two phases to account for the separation of the Capital and Operating budget processes.
- Multiple methods were utilized: social media, radio, print, and direct engagement.
- 1 600 + visits to the Get Involved Thunder Bay page with 892 reviewing information and 170 completing surveys.
- Participation was comparable to municipalities such as London, ON; Kingston, ON; and Sudbury, ON.

Discussion was held relative to the in-person engagement session and potential adjustments for 2025 Budget engagement.

Discussion was held relative to the timeline for promotion.

Discussion was held relative to public interest in the budget process and ways to increase participation.

Discussion was held relative to public engagement in general. City Manager advised that there will be a review of public engagement practices.

Discussion was held relative to the survey platform including challenges with password resets and requirement for registration. It was advised that there are supports for people who have challenges accessing the survey online, including password reset assistance and paper surveys made available at the Thunder Bay Public Library, and that registration is necessary to protect the integrity of the data.

Discussion was held relative to the ZenCity Citizen Satisfaction Survey and concern about the way demographic data was presented. It was advised that there would be a request to adjust that question prior to the next survey launch.

Discussion was held relative to procurement of engagement platforms and the impact of the current tariff situation with the United States of America on the process.

10. Communications Plan

Director-Strategy & Engagement Cynthia Olsen advised that a presentation would be provided to update the committee members on the Communications Plan at the next meeting.

11. New Business

11.1 Requests for Future Agendas

Director-Strategy & Engagement Cynthia Olsen requested suggestions for items the committee members would like to receive more information about for future agendas. Initial suggestions included a presentation on the Growth Department and information on the City wide brand strategy.

12. Next Meeting

The Community Communication Committee meets bimonthly on the third Thursday of the month, or at the call of the Chair. The proposed schedule for 2025 is:

- February 20
- April 17
- June 19
- September 18

- November 20

The next meeting is scheduled for Thursday, April 17, 2025, at 4:30 p.m. in the McNaughton Room, City Hall.

13. Adjournment

The meeting adjourned at 5:23 p.m.