

MINUTES OF THE SPECIAL MEETING OF THE COUNCIL OF THE CORPORATION
OF THE TOWN OF WHITBY HELD ON MONDAY, SEPTEMBER 26, 2011 AT THE
HOUR OF 6:00 P.M. IN COMMITTEE ROOM ONE OF THE WHITBY MUNICIPAL
BUILDING

PRESENT: Mayor Perkins

Mayor Perkins in the Chair

Councillor Coe
Councillor Drumm
Councillor Emm
Councillor Hanson
Councillor Montague

ABSENT: Councillor Mitchell (with regrets)
Councillor Roy (Leave of Absence)

STAFF PRESENT: R. Petrie, Chief Administrative Officer
P. LeBel, Director of Community & Marketing Services
K.R. Nix, Director of Corporate Services/Treasurer
G. Hardy, Manager of Engineering Services
S. Mazer, Project Manager
K. McLeish, Communications Officer
K. Power, Manager, Planning Administration
D. Wilcox, Town Clerk
M. Pettit, Deputy Clerk

1. DISCLOSURES OF INTEREST

There were no disclosures of interested noted.

2. ITEM FOR CONSIDERATION

2.1 Website Project Update.

R. Petrie, CAO, introduced the item. S. Mazer, Project Manager, provided a PowerPoint Presentation outlining proposed website concepts and the purpose of the project.

A question and answer period ensued. Based on the discussion, the following comments were provided to staff with respect to the review of the website;

- Branding of the website is important, concern raised that the corporate seal (logo) has not been incorporated into the design
- Council will be provided the opportunity to choose the municipal branding
- Use of the words 'Community Highlights' rather than 'Whitby News' should be considered
- A social media strategy should be developed for Council's consideration

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- The Mayor's message area could be an ongoing blog
- Apps for iPhone will be available, along with RSS feeds
- Question on whether Members of Council will be provided with portal pages for their own websites
- Mentioning news in two places on the front page will be confusing
- Do not want the website any busier than the draft being reviewed
- Youth should be prominent on the website
- Perhaps consideration of a hot button for teens/families
- Look at the possibility of webstreaming Committee and Council meetings for Council's consideration
- Perhaps as part of a Phase 2 strategy, social media and utilizing the website to engage the residents can be presented for Council's consideration
- Accessibility issues are very important
- Would like to see different wording for the headers
- Clarification that it would be one major calendar for everything (Council, Committee meetings, public events)
- Definitely need information bullets for youth and for seniors
- A lot of services noted on the written draft content summary are not the responsibility of the Town, don't need to add to the confusion of who handles a certain service (ie: Provincial, Regional, Municipal)
- Need numbers for the public to contact after hours; clarity provided that the 'contact us' button would have all the necessary information in a drop down format
- Important to evaluate how we respond to the public; clarification on performance measures and reporting back to Council is necessary
- Consideration of having the photos that are taken as part of the presentations at Council put on the website; perhaps the Town Clerk could review disclaimer provisions.

Staff further clarified that the project was within budget and that future phases may require appropriate funding. The CAO stated that a Corporate Communications Strategy would be developed and K. McLeish, the new Corporate Communications Officer would be playing a pivotal role in this regard, along with the website development. Staff were further requested to report back to Council prior to launching the website and also provide costs of the future development of the website.

3. CONFIRMATORY BY-LAW NO. 6530-11

RESOLUTION NO. 276-11

MOVED by Councillor Coe, seconded by Councillor Hanson, that leave be granted to introduce a by-law and to dispense with the reading of the by-law by the Clerk to confirm the proceedings of the Council of the Town of Whitby at its special meeting held on September 26th, 2011 and that the same be considered

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read a first, second and third time and finally passed and that the Mayor and the Clerk sign the same and the Seal of the Corporation be thereto affixed.

CARRIED

By-law No. 6530-11 considered read a first, second and third time and finally passed.

4. ADJOURNMENT

RESOLUTION NO. 277-11

MOVED by Councillor Coe
Seconded by Councillor Emm

That the meeting be adjourned.

CARRIED

The meeting adjourned at 6:43 p.m.

Debi A. Wilcox, Town Clerk

Patricia Perkins, Mayor