PEACE RIVER REGIONAL DISTRICT

COMMITTEE OF THE WHOLE
MINUTES

THURSDAY, APRIL 15, 2021

LOCATION Peace River Regional District Office, Dawson Creek, BC

ATTENDANCE

Directors
Chair Sperling, Electoral Area 'C'
Vice-Chair Rose, Electoral Area 'E'
Director Ackerman, City of Fort St. John
Director Bertrand, District of Tumbler Ridge
Director Bumstead, City of Dawson Creek
Director Courtoreille, District of Chetwynd
Director Fraser District of Taylor
(via teleconference)
Director Goodings, Electoral Area 'B'
(via teleconference)
Director Heiberg, District of Hudson's Hope
Director Hiebert, Electoral Area 'D'
Director Smith, Village of Pouce Coupe
Director Zabinsky, City of Fort St. John

Staff
Shawn Dahlen, Chief Administrative Officer
Tyra Henderson, Corporate Officer
Teri Vetter, Chief Financial Officer
Tab Young, Deputy Corporate Officer
Paulo Eichelberger, GM of Environmental Services
Trish Morgan, GM of Community Services
Kathy Suggitt, GM of Development Services
Crystal Brown, Electoral Area Manager
(via teleconference)
Jeff McDonald, Communications Manager
(via teleconference)
Trevor Ouellette, IT Manager

Delegation
4.1 Mickelson Consulting Inc.
Therese Mickelson and Ted Townsend
(via teleconference)

1. CALL TO ORDER The Chair called the meeting to order at 10:01 a.m.

2. ADOPTION OF AGENDA

2.1 Adoption of Agenda CW/21/04/01

MOVED Director Bertrand, SECONDED Director Heiberg,
That the Committee of the Whole adopt the April 15, 2021 Meeting Agenda:

1. **Call to Order**
2. **Adoption of Agenda**
3. **Gallery Comments or Questions**
4. **Delegations**
   - 4.1 Mickelson Consulting Inc. - PRRD Communications Audit Presentation
     - a. PRRD Final Communications Audit Report
5. **Reports**
   - 5.1 2020 Recycling Services Financial Recap - ENV-SWC-038
6. **Media Questions**
7. **Adjournment**

CARRIED

3. GALLERY COMMENTS OR QUESTIONS

4. DELEGATIONS

4.1
PRRD Communications Audit Report

The Committee of the Whole was provided with a presentation on the PRRD Communications Audit Report from Mickelson Consulting Inc. Topics included:

- Audit methodology (organizational needs assessment, policy/procedure review, best practices comparison, department structure evaluation, tactics analysis, communications activities review)
- Audit team
- Key themes (solid foundation, challenges, opportunities)
- External communications recommendations (website update, social media best practices, application of PRRD brand, proactive media relations)
- Internal communications recommendations (WINK intranet, all-staff meetings, central communications resource area)
- Community engagement recommendations (calendar, department collaboration, community engagement plan, strategic messaging, Bang the Table application)

Director Smith

Director Smith entered the meeting at 10:30 a.m.

4.1
(Cont'd)

A question and answer period ensued. Topics included:

- Staffing needs (communications, IT)
- Training (Board, staff)
- International Association for Public Participation (membership)
- Lack of internet connectivity in rural areas
- Implementation of recommendations (staff workload, progress reports)

Recess

The Chair recessed the meeting to a Regional Board meeting at 10:49 a.m.

Reconvene

The Chair reconvened the meeting at 11:14 a.m.

5. REPORT

5.1
2020 Recycling Services Financial Recap

CW/21/04/02
MOVED Director Ackerman, SECONDED Director Rose,
That the Committee of the Whole receive the report titled "2020 Recycling Services Financial Recap – ENV–SWC-038", which provides an update on the Peace River Regional District's Recycling programs, for discussion.

CARRIED

The Committee of the Whole discussed the stages of the Solid Waste Management Plan and collaboration between the PRRD, member municipalities and Recycle BC regarding opportunities to work together on recycling initiatives.

6. MEDIA QUESTIONS

7. ADJOURNMENT The Chair adjourned the meeting at 11:26 a.m.

CERTIFIED a true and correct copy of the Minutes of the Committee of the Whole meeting held on April 15, 2021 in the Regional District Office Board Room, Dawson Creek, BC.

Brad Sperling, Chair

Tyra Henderson, Corporate Officer