



The City of Saint John

MINUTES - OPEN SESSION GROWTH COMMITTEE MEETING
FEBRUARY 12, 2019 AT 1:30 P.M.
8TH FLOOR COMMON COUNCIL CHAMBER (Ludlow Room), CITY HALL

Present: Mayor D. Darling
Councillor J. MacKenzie
Councillor B. Armstrong
Councillor R. Strowbridge

Absent: Deputy Mayor S. McAlary

Also

Present: City Manager J. Collin
Deputy City Manager N. Jacobsen
Commissioner Growth and Community Development J. Hamilton
Deputy Commissioner Building and Inspection Services A. Poffenroth
Deputy Commissioner Growth and Community Development P. Ouellette
Population Growth Manager D. Dobbelsteyn
Deputy Commissioner Administrative Services I. Fogan
Director Strategic Real Estate Services S. Carson
Director Corporate Performance S. Rackley-Roach
IT Manager S. Ranson
Continuous Improvement N. Moar
Acting Communications Manager L. Caissie
Administrative Assistant K. Tibbits

1. Meeting Called To Order

Mayor Darling called the Growth Committee open session meeting to order.

1.1 Approval of Minutes – December 11, 2018

Moved by Councillor Strowbridge, seconded by Councillor MacKenzie:
RESOLVED that the minutes of December 11, 2018 be approved.

MOTION CARRIED.

1.2 Website Project Overview – Verbal Update

Ms. Hamilton stated that a refresh to the City's website was identified as a priority for 2019. The website plays a key role in terms of interfacing with citizens on service delivery, portraying an image of the community, connecting with investors, and engaging people interested in re-locating to the City.

Ms. Ranson provided an overview of the website design project and received feedback from the committee. A designer has been selected through an RFP process.

In response to comments regarding the development of a comprehensive plan that identifies goals and outcomes, and aligns with a branding and communication strategy prior to the refresh of the website, Mr. Collin noted that a strategic communications plan is being developed. The goal is to have the proper usability and design in place, and then incorporate the strategic communications plan into the web design. It will be a valuable tool to communicate the strategy once it has been developed.

Moved by Councillor MacKenzie, seconded by Councillor Armstrong:

RESOLVED that the Website Project Overview – Verbal Update, be received for information.

MOTION CARRIED.

1.3 Rescheduling March Growth Committee Meeting – Verbal Discussion

The March 5th Growth Committee meeting will be re-scheduled to Thursday, March 21, 2019 at 1:30 pm.

Adjournment

Moved by Councillor MacKenzie, seconded by Councillor Strowbridge:

RESOLVED that the open session meeting of the Growth Committee be adjourned.

MOTION CARRIED.

The open session meeting of the Growth Committee held on February 12, 2019 was adjourned at 2:00 p.m.

Recording Secretary