



THCA Communication Committee

Oct 12, 2021, 7: 00 pm Zoon

0. Welcome
1. Approval of the agenda
2. Approval of the notes of July 12 th
3. Business Arising: Using our Messages¹ Tool to reach our Audiences²
4. Portfolios (decisions needed, guidance/direction sought vs a vs communication
 - i) Newsletter
 - Theme: Environmental Stewardship/
Advertisements
 - Membershi: Across Neighbourhood Invite
 - Neighbourhood Watch
 - SC going back to hard copy 8 pages Winter (Nov/Dec)r (Nov/Dec)
 - Content:
 - ❖ Tree Inventory Patrick
 - ❖ email database?
 - ❖ Bulletin board Removal of 'holder' for winter
New Bulletin Board
 - ❖ Rink/Carnival
 - ii) Website
 - Transition to Normal
 - On line calendar.
 - iii) Facebook/instagram
 - iv) Promotion:
 - Bulletin Boards, new bulletin board.
 - Curbex, Mini-B
Content of these ads
 - A frame:
 - Electron Board
 - External resources: Councillor's newsletter, NROCR, Nepean Baptist Church's
two congregations at Centre
 - Membership/Neighbourhood Watch(Crime Prevention)
 - CDF Outreach

¹ a) Active Lifestyle, b) Protective Service, c) Environmental Stewardship, and d) a 20 Minute Neighbourhood

² Key audiences:

650 under 15 yr. old, 645 15-25 yr. old, 2610 25-65 yr. olds 830 over 65 yr. olds
Families: 200 Single parents; 800 Two parents.
38 Local Businesses

- Youth work
- v) Database
- vi) Business Directory
- vii) Events: Past: Corn=roast, Recognition Day/AGM
Future Holliday Season/Carnival
- viii) Tanglewood Facilities including Centre
- ix) Other business

Next Meeting: Jan 9 2022