



Yukon Legislative Assembly

Special Committee on Electoral Reform

35th Yukon Legislative Assembly

MINUTES

Meeting No. 18

Monday, March 7, 2022

Committee Meeting Room, Yukon Legislative Assembly, Whitehorse

The Special Committee on Electoral Reform met in camera this day at 5:37 p.m., the Chair, Kate White, presiding.

Members present: Kate White (Chair),
Brad Cathers (by videoconference), and
Hon. John Streicker.

Also present: Allison Lloyd, Clerk to the Committee

From Mammoth (by videoconference):
Emily Farrell, Account Manager,
Emilie Hamm, Project Manager,
Richard Eden, Creative Director, and
Reid Vanier, Communications Specialist

Approval of Agenda

It was agreed, on motion of Mr. Cathers,
THAT the agenda for Meeting No. 18 of the Special Committee on Electoral Reform
be adopted as presented.

Approval of Minutes of Meeting No. 17 (February 28, 2022)

The committee discussed amendments to the minutes.

It was agreed, on motion of Mr. Cathers, seconded by the Hon. Mr. Streicker,
THAT the minutes for Meeting No. 17 (February 28, 2022) of the Special Committee
on Electoral Reform be adopted as amended and made public.

Communications

It was agreed, on motion of the Hon. Mr. Streicker, seconded by Mr. Cathers,
THAT Emily Farrell, Account Manager, Emilie Hamm, Project Manager, Richard
Eden, Creative Director, and Reid Vanier, Communications Specialist, from
Mammoth appear before the Special Committee on Electoral Reform March 7, 2022
at 5:40 p.m. to discuss committee communications.

Mr. Vanier presented the concept for the visual approach to the communication campaign and, together with Mr. Eden, Ms. Hamm and Ms. Farrell, answered questions from committee members.

The committee requested that the campaign colours be changed to colours not associated with political parties. The committee also requested that the four categories of electoral systems as referenced in the survey – plurality, majority, proportional representation and mixed – be indicated on the summaries of each of the nine different electoral systems described.

The communications contractors were excused from the meeting at 6:25 p.m.

The committee agreed that communications should focus on four electoral system options: the three “major options” identified in Keith Archer’s executive summary – first past the post, single transferable vote (STV), and mixed member proportional (MMP) – as well as a ranked option – alternative vote.

It was agreed that Mammoth be asked to prepare advertisements asking Yukoners to complete the electoral reform survey.

The committee clerk was tasked with drafting a press release regarding the upcoming public hearings with expert witnesses.

Next Meeting

The next meeting will be to the call of the Chair.

At 6:40 p.m. the committee adjourned.



Allison Lloyd
Clerk to the Committee