

**VILLAGE OF PEMBERTON  
-COMMITTEE OF THE WHOLE MEETING AGENDA-**

**Agenda** for the **Committee of the Whole** of Council of the Village of Pemberton to be held Tuesday, December 4, 2007 at 10:00 a.m. in Council Office, 7400 Prospect Street.

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	<b>Page No.</b>
<b>1. CALL TO ORDER</b>	
<b>2. STRATEGIC PLAN</b>	2
<b>Recommendation: For discussion</b>	
<b>3. COMMUNICATION POLICY</b>	15
<b>Recommendation: For discussion</b>	
<b>4. TERMINATION</b>	

## SOCIAL SUSTAINABILITY

PROJECT	2007 - Planned	2007 -Status	2008	2009
Birch Street Improvements	<ul style="list-style-type: none"> <li>• Install storm, sidewalk, curb and gutter</li> </ul>	<ul style="list-style-type: none"> <li>• Completed</li> </ul>		
Pemberton Creek Bridge	<ul style="list-style-type: none"> <li>• Secure funding and construct</li> </ul>	<ul style="list-style-type: none"> <li>• Application made to Local Motion. Outcome unknown.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore feasibility of installing of Bailey Bridge, rail car or log bridge. Construct.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
One Mile Lake	<ul style="list-style-type: none"> <li>• Improvements to park access and signage to dog beach</li> <li>• Install additional picnic tables and bear proof recycle bins</li> </ul>	<ul style="list-style-type: none"> <li>• Signage to dog beach designed and installed</li> <li>• Improvements deferred until completion of boat house</li> <li>• Sand delivered to site completed</li> <li>• Picnic tables and bear proof recycle bins purchased and will be installed in spring 2008</li> </ul>	<ul style="list-style-type: none"> <li>• Review plan to improve water flow</li> <li>• Improvements to park access</li> <li>• Spread additional sand for beach (spring)</li> <li>• Explore and implement weed control at the swimming area</li> <li>• Rebuild wharfs</li> <li>• Expand parking at the top of the hill</li> <li>• Promote winter use of park by clearing ice for skating</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>

<b>PROJECT</b>	<b>2007 - Planned</b>	<b>2007 -Status</b>	<b>2008</b>	<b>2009</b>
Community Centre Lands	<ul style="list-style-type: none"> <li>In partnership with SLRD Area C completion of Community Centre and improvements to Youth Centre</li> </ul>	<ul style="list-style-type: none"> <li>Construction is continuing and slated to be completed by the end of March 2008</li> </ul>	<ul style="list-style-type: none"> <li>Complete development pursuant to Lot 15 Master Plan including Water Park &amp; landscaping</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Skateboard Park	<ul style="list-style-type: none"> <li>In partnership with Skateboard Society and SLRD Area C secure funding for skatepark, construct</li> </ul>	<ul style="list-style-type: none"> <li>Application made to the Live Sites. Funding denied.</li> </ul>	<ul style="list-style-type: none"> <li>Further funding and development of Lot 12 Master Plan (Skate Park and Bike Park)</li> <li>Resolve hydro line issue (have them raised)</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Park Improvements	<ul style="list-style-type: none"> <li>Develop plan and secure funding for park improvements (playground equipment)</li> </ul>	<ul style="list-style-type: none"> <li>Not completed</li> </ul>	<ul style="list-style-type: none"> <li>Develop plan and secure funding for park improvements (playground equipment) for all Village parks</li> <li>Install playground equipment as per plan</li> </ul>	<ul style="list-style-type: none"> <li>Continue implementation of park development plan (playground equipment)</li> </ul>
Friendship Trail	<ul style="list-style-type: none"> <li>Complete Letter of Intent</li> <li>Secure Funds for construction of trail</li> </ul>	<ul style="list-style-type: none"> <li>CN Rail has not signed</li> <li>NSCU funding application made – request denied</li> </ul>	<ul style="list-style-type: none"> <li>Incorporate with Sea to Sky Trail Project</li> <li>Phase construction</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

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PROJECT	2007 - Planned	2007 -Status	2008	2009
Senior/Elder Friendly Community	<ul style="list-style-type: none"> <li>In partnership with Seniors groups and Mount Currie Band develop plan to be a Senior/Elder friendly community</li> </ul>	<ul style="list-style-type: none"> <li>Completed</li> <li>Some 'low hanging fruit' completed such as signage to public washrooms, installation of public benches</li> </ul>	<ul style="list-style-type: none"> <li>Phase implementation of plan</li> <li>In cooperation with Lion's and Senior's Society determine feasibility and access funding for senior's housing, assisted living and complex care spaces.</li> <li>Explore and support opportunities for handicap accessible transportation and transit</li> <li>Incorporate age-sensitive trail design in park plan</li> <li>Make improvements to the village office front steps</li> <li>Installation of additional public benches</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

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<b>PROJECT</b>	<b>2007 - Planned</b>	<b>2007 -Status</b>	<b>2008</b>	<b>2009</b>
Drug and Alcohol Treatment Services/Facility	<ul style="list-style-type: none"> <li>In partnership with Mount Currie Band complete feasibility study for treatment services and for facility.</li> </ul>	<ul style="list-style-type: none"> <li>Feasibility study completed</li> </ul>	<ul style="list-style-type: none"> <li>Phase implementation of plan</li> </ul>	•
Affordable Housing	<ul style="list-style-type: none"> <li>Develop Secondary Suite Policy</li> </ul>	<ul style="list-style-type: none"> <li>Policy regarding the collection of water and sewer user fees completed and implemented for 2008.</li> <li>Direction provided by council regarding supporting secondary suites as an affordable housing option through non enforcement</li> </ul>	<ul style="list-style-type: none"> <li>Explore the feasibility of developing Secondary Suite Policy</li> <li>Amend bylaws accordingly</li> <li>Explore feasibility of development and implementation of affordable housing strategy for Pemberton</li> </ul>	•
Recreation			<ul style="list-style-type: none"> <li>Review the Village's role in the provision of recreation</li> </ul>	•
Trails			<ul style="list-style-type: none"> <li>Develop trail plan within the Village of Pemberton</li> <li>Work with SLRD, Mount Currie Band and PVTA to develop Valley trail plan within the Area C/Pemberton Trail Service Area</li> <li>Participate in MTSA Trail Strategy for the corridor</li> <li>Assess feasibility of dedicated bike lanes within trails and on Village roads.</li> </ul>	•

## ECONOMIC SUSTAINABILITY

PROJECT	2007 - Planned	2007 - Status	2008	2009
Frontier Street Development	<ul style="list-style-type: none"> <li>Secure funding, complete plan and design for area from Walnut Street to Pioneer Park</li> </ul>	<ul style="list-style-type: none"> <li>Application made to Spirit Square Program. Outcome unknown.</li> </ul>	<ul style="list-style-type: none"> <li>Complete plan and design for area from Walnut Street to Pioneer Park</li> <li>Investigate funding sources for the project</li> <li>Develop a storm water management plan for the area</li> </ul>	<ul style="list-style-type: none"> <li>Phase construction</li> </ul>
Banner Program	<ul style="list-style-type: none"> <li>Apply for funding to construct from Spirit Square Funding</li> <li>Replace existing banners</li> </ul>	<ul style="list-style-type: none"> <li>Program discontinued</li> <li>Completed</li> </ul>	<ul style="list-style-type: none"> <li>Establish banner program</li> </ul>	<ul style="list-style-type: none"> <li>Call for proposals on banners</li> <li>Banner installation (May)</li> </ul>
Business Improvement Association	<ul style="list-style-type: none"> <li>Support the Chamber to explore implementation</li> </ul>	<ul style="list-style-type: none"> <li>Information and support provided</li> </ul>		
Airport	<ul style="list-style-type: none"> <li>Secure funding and complete Strategic Business planning process (Strategic plan, project definition, archeological assessment)</li> </ul>	<ul style="list-style-type: none"> <li>Funding in the amount of \$100,000 secured</li> <li>Strategic Business planning process underway. Project definition report to be completed in early 2008.</li> <li>Airport authority established and registered under the Societies Act.</li> </ul>	<ul style="list-style-type: none"> <li>Establish management and staffing</li> <li>Line painting on runway, taxiway and apron</li> <li>Expand taxiway access off runway</li> <li>Secure funding for implementation of strategic plan/project definition report.</li> <li>Initiate development of access road to minimum standard</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

		<ul style="list-style-type: none"> <li>• Surveyed access road to airside lots</li> </ul>		<ul style="list-style-type: none"> <li>• Secure funding for airport upgrades (runway repairs, road work, fencing repairs)</li> </ul>	
Secondary Access	<ul style="list-style-type: none"> <li>• Incorporate secondary access in planning documents</li> </ul>	<ul style="list-style-type: none"> <li>• Deferred to OCP review</li> </ul>		<ul style="list-style-type: none"> <li>• Incorporate secondary access in planning documents</li> </ul>	
Economic Development Officer	<ul style="list-style-type: none"> <li>• Work co-operatively with Chamber and SLRD Area C to employ/contract an Economic Development Officer with a primary focus on the Olympics</li> </ul>	<ul style="list-style-type: none"> <li>• Contract with EDO completed</li> </ul>			
Boundary Extension	<ul style="list-style-type: none"> <li>• Explore feasibility of boundary extension resulting from findings of sub-regional planning study</li> <li>• Make applications for boundary extension for lands south of Tisdale to the Soo in order to protect the Gateway.</li> </ul>	<ul style="list-style-type: none"> <li>• Applications for both areas combined and expanded</li> <li>• Letters of request received from property owners</li> <li>• Boundary extension areas mapped</li> <li>• Consultation with Mount Currie Band initiated</li> <li>• Critical path developed</li> </ul>		<ul style="list-style-type: none"> <li>• Consultation with SLRD, stakeholders and residents</li> <li>• Conduct analysis of impacts</li> <li>• Make application for boundary extension</li> </ul>	
Benchlands Neighbourhood Concept Plan	<ul style="list-style-type: none"> <li>• Adopt Bylaw</li> </ul>	<ul style="list-style-type: none"> <li>• Bylaw adopted</li> </ul>			
Charette	<ul style="list-style-type: none"> <li>• Secure funding and carry out a Charette for the Gateway (entrance to town)</li> </ul>	<ul style="list-style-type: none"> <li>• High level cost received from Stantec</li> </ul>		<ul style="list-style-type: none"> <li>• Secure funding and carry out a Charette for the Gateway (entrance to town)</li> <li>• Implementation of signage</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of recommendations and inclusion in planning program and documents</li> </ul>

Gateway Signage

- In cooperation with community organizations develop and install Gateway sign
- Deferred until completion of Charette
- In cooperation with community organizations develop and install Gateway sign
- as per recommendation of charette
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## ENVIRONMENTAL SUSTAINABILITY

PROJECT	2007 - Planned	2007 - Status	2008	2009
Pemberton Environmental Interpretive Centre	<ul style="list-style-type: none"> <li>Support and assist with securing funding</li> </ul>	<ul style="list-style-type: none"> <li>Letters of support provided</li> </ul>	<ul style="list-style-type: none"> <li>Support and assist with securing funding</li> <li>Support construction</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Water Metering	<ul style="list-style-type: none"> <li>Data collection, implementing public information program</li> </ul>	<ul style="list-style-type: none"> <li>Completed <i>Cost-Benefit Analysis for Water Metering</i></li> <li>Completed <i>Development of New Water Rate Structure</i> for implementation with metering in 2008</li> </ul>	<ul style="list-style-type: none"> <li>Phase in water metering program</li> <li>Implement metering for ICI and voluntary metering program for residential</li> <li>Implement new rate structure (bylaw)</li> <li>Develop and implement a Communication strategy to ensure residents are informed</li> </ul>	<ul style="list-style-type: none"> <li>Continue with communication plan</li> <li>Continue monitoring metering</li> </ul>
Striving to become Energy Neutral	<ul style="list-style-type: none"> <li>Establish an ad hoc community Environmental Task Force to develop a community plan to green Pemberton</li> <li>Begin implementing 'Sustainability Plan'</li> <li>Encourage businesses and residents to reduce the use of plastic bags and paper coffee cups</li> </ul>	<ul style="list-style-type: none"> <li>Internal Environmental Task force was established to implement sustainability measures in the Village office.</li> <li>Composting was initiated and recycling enhanced</li> <li>Businesses and residents were encouraged to reduce the use of plastic bags and paper coffee cups</li> <li>Initiative supported by</li> </ul>	<ul style="list-style-type: none"> <li>Continue the internal Environmental Task Force</li> <li>Access funding for an energy audit</li> <li>Implement audit recommendations</li> <li>On going development and implementation of Sustainability Plan</li> </ul>	<ul style="list-style-type: none"> <li>Implement audit recommendations</li> <li>Establish an ad hoc community Environmental Task Force to develop a community plan to green Pemberton</li> <li></li> <li></li> </ul>

Run of the River Project

- Secure water licence on Pemberton Creek for secondary potable water source and for run-of-river
- Explore feasibility of run-of river project on Pemberton Creek, including but not limited to, ensuring compatible with Pemberton's priorities and values with regard to impact on the environment
- resolution of Council.
- Public meeting held and advertisements placed.
- Confirmed water licence for potable water use in the amount of 25, 550,000 Imperial gallons per annum
- Consultant contracted to conduct feasibility study and provide shelf ready application for run-of-river water licence.
- Include exploration of feasibility of developing intake in long range infrastructure master plan
- Complete feasibility study, review and implement recommendations as appropriate
- Apply for run-of-river water licence if appropriate.

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## GOOD GOVERNANCE

PROJECT	2007 - Planned	2007 - Status	2008	2009
Open Communication	<ul style="list-style-type: none"> <li>• Host Town Hall Meetings to encourage input from citizens</li> <li>• Expand Village website to include forms, enhancing business listings, automatic notice program</li> </ul>	<ul style="list-style-type: none"> <li>• Two town hall meetings held</li> <li>• Completed</li> </ul>	<ul style="list-style-type: none"> <li>• Host town hall meeting/AGM</li> <li>• Host open houses/workshops/focus group sessions</li> <li>• Acknowledge and support volunteerism</li> <li>• Continue to develop on line electronic forms (applications forms)</li> <li>• Implement Google Map of services and amenities in Pemberton</li> <li>• Continue to develop local photo gallery to include special events/community events</li> <li>• Explore feasibility of an On Line Discussion Module to allow residents to post comments and facilitate on line discussions on Village issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Host town hall meeting/AGM</li> <li>• Host open houses/workshops/focus group sessions</li> </ul>
Develop Second Well	<ul style="list-style-type: none"> <li>• Locate and develop second well with treatment and conditioning</li> </ul>	<ul style="list-style-type: none"> <li>• Well located and developed</li> <li>• Applications for funding submitted. Grant in the amount of \$80,000 approved from FCM; MRIF and Towns for</li> </ul>	<ul style="list-style-type: none"> <li>• Explore treatment options</li> <li>• Complete second well with treatment and conditioning</li> <li>• Begin water main looping program i) Harrow/99</li> </ul>	<ul style="list-style-type: none"> <li>• Continue water looping project ii) Hemlock/Urdal</li> </ul>

		Tomorrow unknown		
Bear Smart	<ul style="list-style-type: none"> <li>Secure funding to continue to replace fruit bearing crabapple trees</li> <li>Replace community garbage cans with bear proof bins</li> <li>Install three (3) bear proof recycling bins for high traffic areas</li> </ul>	<ul style="list-style-type: none"> <li>Three crabapple trees removed</li> <li>Received funds from the Bear Smart Program. Ordered and replaced three bear proof bins</li> <li>Received funding through WB Foundation. Ordered three bear proof recycling bins.</li> </ul>	<ul style="list-style-type: none"> <li>Secure funding to continue to replace fruit bearing crabapple trees</li> <li>Continue replacing community garbage cans with bear proof bins</li> <li>Install three (3) additional bear proof recycling bins</li> <li>Explore other Bear proofing measures for potential implementation</li> </ul>	<ul style="list-style-type: none"> <li>Secure funding to continue to replace fruit bearing crabapple trees</li> <li>Continue replacing community garbage cans with bear proof bins</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>Prepare feasibility report on curbside garbage and recycling pick up</li> <li>Continue to monitor hours of operation of community recycling to ensure efficient for community</li> </ul>	<ul style="list-style-type: none"> <li>Completed</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Continue to encourage businesses and residents to reduce, reuse, recycle</li> </ul>	
Alternate Funding Sources	<ul style="list-style-type: none"> <li>Explore and support establishment of developer – contributed recreational Amenity Fund</li> </ul>	<ul style="list-style-type: none"> <li>Policy established</li> </ul>	<ul style="list-style-type: none"> <li>Explore feasibility of developing a Density Bonusing Bylaw</li> </ul>	
Imagine Pemberton	<ul style="list-style-type: none"> <li>Develop “Imagine Pemberton” centre in yurt to provide an open house community mapping centre</li> </ul>	<ul style="list-style-type: none"> <li>Developed “Imagine Pemberton” slide show and visioning exercise at town hall meeting</li> </ul>		
Fire Audit	<ul style="list-style-type: none"> <li>Conduct operations and equipment audit to ensure</li> </ul>	<ul style="list-style-type: none"> <li>Awarded contract to CGI. Audit to be</li> </ul>	<ul style="list-style-type: none"> <li>Implement recommendations</li> </ul>	

	efficiency and effectiveness of the Fire Department now and into the future	complete in early 2008		
Industrial Park Sewer	<ul style="list-style-type: none"> <li>Complete installation of sewer system to industrial park</li> </ul>	<ul style="list-style-type: none"> <li>Completed</li> </ul>		
PNID – Water Supplying Agreement	<ul style="list-style-type: none"> <li>Finalize agreement for the provisions of potable water to the PNID</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Commissioned analysis of boundary meters and bulk water rates</li> </ul>		
Policy Manual	<ul style="list-style-type: none"> <li>Review and consolidate Village policies in one document to ensure they are timely and easily accessible.</li> </ul>	<ul style="list-style-type: none"> <li>Final draft of Employee manual completed</li> </ul>	<ul style="list-style-type: none"> <li>Complete and adopt Employee manual</li> <li>Complete consolidation of administration and finance policies</li> </ul>	<ul style="list-style-type: none"> <li>Complete consolidation of Works and Fire Department policies</li> </ul>
Village Logo	<ul style="list-style-type: none"> <li>Incorporate Village logo on signs, letterhead, pins to promote strong village identity.</li> <li>Establish a Village flag using the new logo</li> </ul>	<ul style="list-style-type: none"> <li>Completed</li> <li>Deferred to 2008 budget</li> </ul>	<ul style="list-style-type: none"> <li>Establish a Village flag using the new logo</li> <li>Install flag poles and flag</li> <li>Assess condition and access funding</li> <li>Replace water, sewer, sidewalk, curb and gutter, and pavement as appropriate.</li> <li>Dependent on timing of potential development</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> </ul>
Prospect Street Upgrades	Move to Social Sustainability		<ul style="list-style-type: none"> <li>Assess condition and access funding</li> <li>Replace water, sewer, sidewalk, curb and gutter, and pavement as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Aster Street	Move to Social Sustainability		<ul style="list-style-type: none"> <li>Dependent on timing of potential development</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Asset Management			<ul style="list-style-type: none"> <li>Inventory and cost existing assets/infrastructure</li> <li>Develop replacement plan</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Begin implementation of replacement plan</li> <li></li> </ul>

Speed Bumps

- Repair speed bumps in the Glen to deter drivers from avoiding – completed
- Signage installed

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Safe Pedestrian Access

- Explore options to provide safe pedestrian access to One Mile Lake and Creekside

Works Shop/Yard

- Investigate feasibility of sewer hook-up

Portage Road

- Explore feasibility of devolution of Portage Road to Village

STP

- Survey of lot and registration at land titles

Cross Connection

- Develop and implement cross connection control plan

GIS

- Develop a water composite plan
- Develop GIS data base for the Village

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**DRAFT FOR DISCUSSION**  
**December 4, 2007**

**Village of Pemberton**  
**Communication Policy**

**Purpose**

1. To develop information channels to enhance the communication with internal and external customers and residents and to ensure that information is provided effectively, efficiently and accurately;
2. To ensure all information is disseminated in a timely and consistent manner;
3. To inform customers and residents about Village of Pemberton business, programs, procedures, activities, policies and vision to increase knowledge and understanding in the work place and the Village;
4. To ensure information disseminated is factual, accurate and complete to the best ability of the Village, within the mandate of the *Local Government Act* and *Community Charter* and other legal requirements.
5. To establish communication procedures which support the Village being a helpful, accessible and consistent source of information;
6. To foster a consistent, professional image in all business dealings related to the Village of Pemberton.

**Best Practices:**

1. Communication with stakeholders will be an integral component in corporate decision making;
2. The Village will seek opportunities to directly inform and involve public in policy development and decision-making, based on the principle of open, two way communication;
3. The Village will seek to continually improve accessibility to information for the public and its staff, with proven technology;
4. Negative or inaccurate information from third parties will be challenged and corrected to ensure fair representation of the Village, Council members, staff and the community.

## Overall Objectives:

1. To build positive awareness of the Village among Pemberton stakeholders and residents;
2. To foster Pemberton residents understanding of and involvement in their local government.

## External Communications

1. To set guidelines for communication with the media, outside agencies, the public and residents to ensure accurate and complete information is provided regarding local government decisions and issues and to reduce the potential for factual discrepancy;
2. To deliver Village of Pemberton information through mediums which effectively attract the attention of those who need to know in clear, concise, readily understood language;
3. To maintain a constant flow of information to the public and residents through various mediums;
4. To adopt a proactive approach to dealing with the media;
  - The chief spokesperson for the Village is the Mayor. The Mayor is the authorized spokesperson to speak with media on behalf of the Village related to decisions and outcomes arrived at by Council.

The Administrator or his/her designate is authorized to speak with the media on policy matters or on matters affecting the administration of the Village;

- Councillors will not act as spokespersons for the Village unless they have **first** consulted with the Mayor and been authorized by the Mayor;
- Councillors may speak externally about Village issues and topics discussed provided that confidential requirements are followed and that their statements do not undermine the corporation's reputation or the integrity of Council's decision making process;
- When written communications from stakeholders/residents are made directly to the Mayor or individual Councillors, the Administrator will be informed and an appropriate response determined in collaboration with other departments as necessary.

5. The Mayor shall be authorized to write general letters of support for community events, activities, and undertakings throughout the Village. Copies of all such letters shall be retained within the Village's general filing and outgoing correspondence file.
6. All communication respecting Village policy and positions shall be in accordance with this communication policy.

## **Council**

### **1. Council Meetings**

- The yearly schedule of Council Meetings will be placed on the local bulletin board located at the Village Office and at the Post Office by December 31<sup>st</sup> of each year, posted on the Village website and advertised in the local papers in January of each year as per Section 127 (1) (b) of the *Community Charter*;
- Reports prepared by staff shall not be made available to the public until after being delivered to the Council;
- Agenda packages with reports will be made available to the public through the website on Fridays prior to a Tuesday Council Meeting and in the event of a delay agenda packages will be made available by the Monday prior after 9:00 a.m.;
- It is acknowledged that the preparation of some reports will require consultation with members of the public (i.e. standing/select committees, applicants, stakeholders etc.) and that members of the public may be contacted with information regarding the report being placed on a Council Agenda, but the report will not be released to the public, in any case, until received by the Council Members;
- Reports being received by Council at a closed (In Camera) meeting shall not be made available to any member of the public except with the authorization of the Council or through the *Freedom of Information and Privacy Protection Act* process;
- When Regular Council Meetings are to be conducted outside of the normal location that the change be advertised in the local media, notices posted on the local notice boards and on the website.

## Logo Use

Any use of the Village Logo for flyers, displays, signage, sponsorship etc. must be approved by the Village prior to installation or use. Requests must be made in writing to the Administrator and must include an explanation of use or purpose for use.

Use of the Village Logo by any Village department must be reviewed for look, style and formatting by the Administrative Assistant managing logo use in order to ensure consistency.

## Public Information

### 1. Statutory Advertising/Newspapers

Provision of notices published as part of statutory requirements under the provisions of the *Local Government Act*, the *Community Charter*, or any other government statute, must be approved by the Administrator and may be referred to Council for approval if necessary (i.e. public hearing notices, election notices, etc.).

### 2. Information Advertising/Newspaper and Radio

The Administrator and Department Heads are authorized to advertise routine and administrative and operational information. All advertisement must be reviewed by the Administrative Assistant responsible for logo use. Advertisement of council and committee meetings, employment opportunities, watering restrictions, hazard awareness, recreation programs/registration guides and activity schedules are examples of this type of information and must comply with the format established for logo use/layout;

### 3. Press Releases

Press Releases are encouraged to promote Village activities, decisions, projects and services. Department Heads may submit drafts of Press Releases to the Administrator for verification before publishing. Press Releases are to be reviewed and approved by the Administrator and Mayor and are to be sent from the Village Offices on official Village letterhead in order to be copied to media, Council, Department Heads, Village employees, bulletin boards and posted on the Village website. The contact person for Council matters is the Mayor and the contact person for operational or administrative matters

is the Administrator or a staff member as determined by the Administrator.

#### 4. Public Service Announcements

Public Service Announcements (PSA) will be used to convey timely or time sensitive information to the public (ie: Boil Water Advisory). The Village will utilize free public service announcement opportunities where available and appropriate for the message/target audience.

#### 5. Pemberton Page

The Pemberton Page will be published monthly in the Whistler Question and will be used to keep the residents of the Village up to date on activities pertaining to the Village. Administration will coordinate with the Village communications consultant to produce the monthly segment for the Whistler Question. Content will be finalized by the Administrator or his/her designate. Articles in the Pemberton Page will vary from issue to issue but will generally be to inform and update residents on the activities or projects undertaking by the Village.

#### 6. Display Case

The Village has a display case in the lobby of the Village Office that is available to community groups or organizations (Library, PVTAA, Museum etc) for use to promote specific community events.

#### 7. Flyers and Brochures

Staff are encouraged to consult with other departments in the preparation of information material to ensure standard in design, content and tone to enable the development of the corporate identity. As well, departments will piggy-back on information distribution opportunities where possible. (ie: Utility Billing with water conservation information).

#### 8. Roundabout Sign Board

The Community Events Billboard, situated at the roundabout near the railroad tracks, is available free of charge to advertise community events. All bookings are done through the Village Office and a refundable deposit of \$50.00 is required to be submitted at the time of booking to reserve the space. Deposits can be made by cash, cheque, or interact.

By resolution of Council all bookings are from Sunday- Saturday, and for one week only. Signs are attached with wood screws and it is the responsibility of the user group to install and remove any sign. The billboard fits up to 4' by 8'.

## 9. E-NEWS

Village E-News will be distributed via email no later than the Monday prior to a Council meeting to a designated list of subscribers. The E-News will be used to keep its subscribers up to date on recent news items, encourage visitation of the Village website, and provide notice of when agenda packages become available online. Content will be drafted by the Administrative Assistant and approved by the Administrator.

Village E-News shall not be sent more than by-weekly, however the subscriber list may be utilized in the event of a PSA. Any person may subscribe or unsubscribe by visiting [www.pemberton.ca](http://www.pemberton.ca).

## Customer Service

### 1. Promotional Material

Items produced for the Village to promote or market the Village for the purpose of attracting business, tourism, development, commercial enterprise or film industry interest will be approved by the Village unless otherwise delegated.

Advertisements provided by the Village for promotional material not produced by the Village will be approved by the Administrator. A final proof of the advertisement will be provided to the Village for sign off by the Administrator or designate.

Advertisements displaying the Village's logo or proclaiming the Village's support will be subject to approval by the Administrator or designate.

### 2. Website ([www.pemberton.ca](http://www.pemberton.ca))

The Village will maintain an updated user friendly website to provide the public with information regarding Council decisions, Council Meeting schedule, minutes and agendas, by-laws, activities/events, and ongoing local government business. Village staff will maintain the bulletin board on the Home Page of the website, providing the public with quick access to improve community issues. Press releases will also be available on the website.

All requests for posting information to the website will be coordinated through the Administrative Assistant responsible for the website.

Information appearing on the Village website will not be used to promote an individual business or type of business over any other, but will always strive to promote the Village as a whole.

Information appearing on the Village website will not be used to promote an individual political philosophy, but will strive to promote Village philosophies, strategic planning and goals as envisioned by the Village Council as a whole.

### 3. Email

Email is to be used for business purposes and should be business like in format and tone. Full sentences, proper grammar, and punctuation are expected.

Email received during the course of Village business becomes part of the Village record and is subject to scrutiny under the *Freedom of Information and Privacy Protection Act*.

Email correspondence sent out by the Village will be identifiable through a signature line that includes the name, title, department, address and contact information.

### 4. Telephone

Priority is given to telephone calls made to the Village telephone number during regular office hours. Any messages left will be returned promptly.

Telephone calls to key department phone numbers during regular office hours will always be answered personally, promptly and courteously.

Telephone callers calling the Village for the purpose of statement of opinion or to make complaint will be told their opinions or complaints are to be submitted in writing by completing a Customer Service Request form and must include a return address in order to be considered by staff or Council.

## 5. Surveys

From time to time, the Village may conduct surveys or polls through the use of an outside agency specializing in conducting public opinion surveys and polls to garner public opinion regarding community issues, policy direction and customer satisfaction.

## Handling Correspondence

### 1. Incoming Correspondence

- The Administrator shall route correspondence in accordance with the following guidelines:
- Correspondence addressed to “Mayor” or a specific “Councillor” from local residents, unless of a personal nature, will be placed on the appropriate Council or Committee agenda, with a copy of the correspondence being placed in the Mayor’s or Councillors mailbox.

Correspondence addressed to staff members shall only be referred to the Council or Committee agendas if they have relevance to a current policy matter or issue on the Council or Committee agenda.

- Correspondence that is unsigned, unaddressed, form letters, or journal information will not be actioned.
- When correspondence addressed to a Councillor marked “personal” or “confidential” is received it will be placed in the Councillor’s mailbox unopened, with the date of receipt stamped on the envelope.
- All correspondence addressed to Mayor and Council will be placed on the agenda, or circulated via the Council mailboxes.

### 2. Outgoing Correspondence

- All official correspondence of the Village of Pemberton shall be sent out under the letterhead of the Village and shall be used for the purpose of obtaining or giving information or conveying the official position of the Village established by resolution adopted at a regularly constituted meeting. All official correspondence under the signature of the Mayor shall be reviewed by the Administrator or his/her designate before being sent out by VOP staff with appropriate filing for archive purposes.
- All correspondence sent by the Village to a federal or provincial minister shall be sent out under the signature of the Mayor.

- It shall be the policy of the Village to have staff prepare and the Administrator shall review all official correspondence on behalf of the Mayor and Council.
- Correspondence arising from a Council meeting will be prepared within one (1) week following the meeting.
- Copies of all outgoing correspondence shall be placed in an outgoing correspondence file and be made available for Councils' viewing.

### **Internal Staff Communications**

- Staff are encouraged to promote communication within the organization. Internal communication will be augmented through the use of technology for those with computer access. Internal communication tools include:
  - Regular staff meetings
  - Email
  - Bulletin Board

### **Council/Staff Communications**

- Procedures for communication between Village Council and staff are intended to maintain the level of trust and working effectiveness existing between the Council and staff.

Councillors, individually, must use judgment in their contact with staff and recognize that they do not have authority to direct staff.

- Written communications from Council Members to staff will be sent to the Administrator who shall determine which staff member will address the inquiries. The expectation is that the Administrator will be kept advised of discussions by the Council member and staff.
- Staff are encouraged to provide reasonable amounts of factual (statutory, by-law, historical) information to the Council Members through the Administrator. This serves to keep the Administrator informed about the use of department resources and information requests. If the request is time sensitive or lengthy, or goes beyond providing standard factual information, (i.e. opinions or perceptions, discussion notes, legal opinions, etc.), potentially political requests, or request for information which is not strictly factual and involves interpretation or opinion will be dealt with directly by the Administrator.

- Following each Council Meeting the Administrator shall communicate action items addressed by Council and designate responsibility for follow up.
- Reports to Council for agenda packages must be sent electronically to the Manager of Administrative Services no later than noon the Wednesday prior to the Council Meeting. All Reports to Council will be reviewed and approved by the Administrator. Any reports received after the Wednesday deadline may be held until the next Council Meeting.

### **Information Tools**

- Orientation packages will be provided for new employees and elected officials.
- To enhance customer service and internal referrals, organizational telephone and contact lists which briefly identify the service they provide will be prepared by the Administration Department.
- A link to the websites of all neighbouring jurisdictions or municipalities shall be maintained on the Village of Pemberton's website.