#### 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, November 21, 2017, at 1:00 p.m. at Council Chambers, 7400 Prospect Street. This is meeting No. 168.

"This meeting is being recorded on audio tape for minute-taking purposes as authorized by the Village of Pemberton Audio Recording of Meetings Policy dated September 14, 2010."

Item of Business	Page No.
1. CALL TO ORDER	
In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.	
2. APPROVAL OF AGENDA	1
Recommendation: THAT the agenda be approved as presented.	
3. APPROVAL OF MINUTES	
a) Committee of the Whole No. 167 – Tuesday, November 7, 2017	2
<b>Recommendation: THAT</b> the minutes of Committee of the Whole Meeting No. 167, held Tuesday, November 7, 2017 be adopted as circulated.	
4. COMMUNITY INITIATIVE AND OPPORTUNITY FUND (CIOF) FUNDING SUPPORT - DISCUSSION	
a) Squamish-Lillooet Regional District Electoral Area C Director - Russell Mack	
5. REPORTS	
a) Office of the CAO	7
i. Communications Policy – Update	
<b>Recommendation: THAT</b> the Committee of the Whole provides direction to staff with respect to the proposed updated Communications Policy.	

6. ADJOURNMENT

# VILLAGE OF PEMBERTON COMMITTEE OF THE WHOLE MEETING MINUTES

**Minutes** for the **Committee of the Whole** of Council of the Village of Pemberton, held Tuesday, November 7, 2017, at 1:00 p.m., at Council Chambers, 7400 Prospect Street. This is meeting No. 167.

ATTENDING:	Mayor Mike Richman Councillor James Linklater Councillor Ted Craddock Councillor Karen Ross
ABSENT:	Councillor Jennie Helmer
STAFF:	Nikki Gilmore, Chief Administrative Officer Sheena Fraser, Manager of Corporate & Legislative Services Tim Harris, Manager of Operations & Development Services Elysia Harvey, Legislative Assistant

# PUBLIC: 8

# 1. CALL TO ORDER

At 1:15 p.m. Mayor Richman called the meeting to order.

In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.

# 2. APPROVAL OF AGENDA

## Moved/Seconded

**THAT** the agenda be amended to include an In-Camera portion pursuant to 90(1)(k) Negotiations of the Community Charter, following the last item. **CARRIED** 

# 3. APPROVAL OF THE MINUTES

a) Committee of the Whole No. 166 – Tuesday, September 12, 2017

## Moved/Seconded

**THAT** the minutes of Committee of the Whole Meeting No. 166, held Tuesday, September 12, 2017, be adopted as circulated. **CARRIED** 

# 4. COMMUNITY INITIATIVE AND OPPORTUNITY FUND - UPDATE

Moved/Seconded

**THAT** the Committee of the Whole receive the Community Initiative and Opportunity Fund Update report for information.

CARRIED

# a) 2017 Final Reports

# i. Anne Crowley, Pemberton Arts and Culture Council

Ms. Crowley reported out on the part-time administrative position that is funded through the contributions from the Community Initiative and Opportunity Fund (CIOF), and the work that is accomplished through this position including organization of memberships and events. Some events put on by the Pemberton Arts and Culture Council in 2017 included Art on the Farm (Slow Food Cycle), Art in the Garden, Children's Art Festival, various workshops, and Mountains of Art and Expression gala event. Ms. Crowley reported a 16% increase in memberships and successful fundraising results through the Art in the Garden event. Future objectives include an increased presence in the community, increased support for artists, and raising funds for an art scholarship.

# ii. Dawn Johnson, Pemberton Farmers Market Association

Ms. Johnson reported on the Farmers Market's progress in 2017, and recognized the Village's support through the CIOF as being an important contribution. This year included twenty-one (21) markets with forty-two (42) vendors, and an increased focus on promoting local farmers at the market. Some successful platforms included a Seedy Saturday Seed Swap, Stone Soup Celebration fundraiser, and the Nutrition Coupon Program. Ms. Johnson reported that although 2017 revenues were down, these were still above what was forecasted; and vendor sales have actually increased. To account for these differences, Ms. Johnson advised that the current vendors and the products/prices they offer are perhaps a better fit for the market, and tracking of sales data is being implemented. Goals for 2018 included adjusting the Farmers Market schedule to run from June until the end of October harvest season, additional fundraising efforts, and exploring further advertising opportunities.

At 1:40 p.m. Councillor Linklater declared a conflict pursuant to section 100 (2) (b) as he is a member of the WinterFest Organizing Committee and left the meeting.

# iii. Carlee Cindric, Spirit of BC (WinterFest)

A breakdown was provided for the allocation of funds (\$4,500) provided by the CIOF in 2017. Due to the weather, WinterFest 2017 was divided into two events, with a 1-day Pop Up ice skating event held at One Mile Lake Park on January 14<sup>th</sup>, and a 2-day celebration at the Downtown Community Barn from January 20-22<sup>nd</sup>. Concerns have been raised regarding the ability to hold future WinterFest festivities due to low.

attendance and volunteer participation. Plans to improve attendance include holding WinterFest 2018 festivities on New Year's Eve, December 31<sup>st</sup>, at the Community Centre. Event organizers are also interested in working with other local community groups to coordinate WinterFest activities and encourage more involvement.

At 1:49 p.m. Councillor Linklater returned to the meeting.

At 1:49 p.m. Councillor Ross declared a conflict pursuant to section 100 (2) (b) as she is the Past President of the Chamber of Commerce and left the meeting.

# iv. Shirley Henry, Pemberton & District Chamber of Commerce

The CIOF funding provided to the Pemberton & District Chamber of Commerce is allocated to staffing of the Visitor Information Centre. The Visitor Information Centre operated from May 8<sup>th</sup> to September 30<sup>th</sup>, with five (5) staff members in 2017, and recorded 24,968 visitors stopping in at the Centre. One of the challenges faced in running the Visitor Information Centre is meeting the criteria necessary to remain an accredited member of Destination BC's Visitor Network. Ms. Henry suggested future development for the Visitors Information Centre might include combining a First Nations Cultural Centre in combination with the Visitor Centre.

# v. Jessica Turner, Pemberton BMX Society

Ms. Turner reported that 2017 funding support through the CIOF, along with matched funds from the SLRD, has facilitated a wage subsidy for an administrative role to help with administrative and organizational tasks. The Pemberton BMX track experienced another busy and successful year in 2017 with the addition of more camps, an increased race schedule, and implementation of the Sea to Sky Series. The BMX Society continues to hold sanctioned races and cultivate talented riders. Another source of pride for the BMX Society is witnessing the confidence building many of their riders experience through their hard work at the track. Ms. Turner reported that height restrictions due to the power lines could limit the track's potential for growth; however, they continue to seek ways to improve the facility. Organizers would like to see developments in the quality of the track in the future, as well as improving volunteer efforts through organized volunteer training sessions.

# vi. Carlee Cindric, Tourism Pemberton

Ms. Cindric reported on behalf of Tourism Pemberton in the absence of Mark Mendonca, President. The financial assistance received by Tourism Pemberton through the CIOF covers the wages of a part time marketing and event coordinator, with a key focus on Slow Food Cycle Sunday. Ms. Cindric reported that the Slow Food Cycle event attracted approximately 3,000 participants in 2017 and noted that the costs associated with the event have grown due to the increased safety requirements established by the Ministry of Transportation and Infrastructure and the road closure requirements. Tourism Pemberton also focused their efforts on creating a Pemberton & Area Hiking Map, as well as the development of a Tourism.

Village of Pemberton Committee of the Whole Meeting No. 167 November 7, 2017 Page 4

Pemberton mobile application which endorses local businesses and events.

# b) 2018 Applications for Funding

Consideration of the extension of agreements was referred to the In-Camera portion of the meeting, pursuant to section 90(1)(k) Negotiations.

# 5. CORPORATE QUARTERLY REPORT – OUSTANDING RESOLUTIONS

## Moved/Seconded

**THAT** the Committee of the Whole recommends to Council that Staff incorporate the review of the draft Nuisance Bylaw into the 2018 work plan and to communicate with Lil'wat Nation in this regard.

## CARRIED

Moved/Seconded THAT the report be received for information. CARRIED

# **PROCUREMENT POLICY - Discussion**

Discussion took place regarding how some communities are developing new procurement policies in an effort to grow development in a way that supports a community's vision for growth.

## Moved/Seconded

**THAT** Staff be directed to research example policies from other communities and bring back to a future Committee of the Whole meeting.

# CARRIED

# 6. IN CAMERA

## Moved/Seconded

**THAT** pursuant to Section 90(1) (k) Negotiations of the Community Charter, the Committee of the Whole of the Village of Pemberton serves notice to hold an In-Camera Meeting on today's date for the purposes of dealing with matters for which the public shall be excluded from attending.

# CARRIED

At 2:50 p.m. The Committee of the Whole moved In-Camera.

At 3:31 p.m. The Committee of the Whole Rose with Report.

# 7. RISE WITH REPORT

a) 2018 Applications for Funding

# i. Pemberton Farmers Market Association

## Moved/Seconded

**THAT** the Committee of the Whole recommend to Council that the Long Term Service Agreement between the Village and the Pemberton Farmers Market Association to support the position of Market Manager be extended for one (1) year (2018).

### CARRIED

## ii. Pemberton & District Chamber of Commerce

## Moved/Seconded

**THAT** the Committee of the Whole recommend to Council that the Long Term Service Agreement between the Village and the Pemberton & District Chamber of Commerce for the Visitor Information Centre operations be extended for one (1) year 2018;

AND THAT the Pemberton & District Chamber of Commerce be advised that 2018 is the last year of the Long Term Service Agreement. CARRIED

# b) Invitation to SLRD Electoral Area C Director Russell Mack:

## Moved/Seconded

**THAT** the Committee of the Whole recommend to Council that an invitation be extended to SLRD Electoral Area C Director to attend a future Committee of the Whole Meeting to discuss future funding for the Chamber of Commerce Visitor Information Centre.

# CARRIED

## 8. ADJOURNMENT

The Committee of the Whole Meeting was adjourned at 3:32 p.m.

Mike Richman Mayor Sheena Fraser Corporate Officer **COMMITTEE OF THE WHOLE** 

**REPORT TO** 

Date: Tuesday, November 21, 2017

Village of **PEMBERTON** 

To: Nikki Gilmore, Chief Administrative Officer

From: Jill Brooksbank, Sr. Communications & Grants Coordinator

Subject: Village of Pemberton Communications Policy

### **PURPOSE**

The purpose of this report is to present the revised Communications Policy Update to the Committee of the Whole.

#### BACKGROUND

The Village of Pemberton's existing Communications Policy was approved by Council in March 2008, attached as Appendix B. Since then, the Village has introduced updated methods of communicating both internally and externally. The updated Policy incorporates new communications technologies and methods, in addition to an update of Communications Procedures.

An update of the Village's Communications Policy and Style Guide is a 2017 Action Item in the Village's Strategic Communications Plan.

Staff presented the first draft of the updated Communications Policy at Regular Council Meeting 1457, on October 3, 2017. Council expressed concern with the respect to Council Members expressing personal opinions on Council matters and therefore made the following resolution:

# Moved/Seconded

**THAT** the updated Communications Policy be referred back to Staff and brought back for further review at a future meeting. **CARRIED** 

#### **DISCUSSION & COMMENTS**

The purpose of a Communications Policy is to ensure the delivery of effective and consistent communications, both internally and externally.

The presented Communications Policy, attached as Appendix A, is an update of the 2008 Communications Policy and does not have any major changes attached.

Below is a summary of updates to the Communications Policy:

Change Staff overseeing policy from Administrative Assistant to Communications Coordinator;

Committee of the Whole Meeting No. 168 Updated Communications Policy Tuesday, November 21, 2017 Page 2 of 3

- Addition of Emergency and Crisis Communications Procedures;
- Update to Communications Procedures;
- Addition of Internal Communications Procedures; and
- Removal of Procedures covered under other Village of Pemberton Polices.

Communications procedures related to Council have largely remained the same, however additional language was added to address Council's concern, by incorporated wording that would ensure consistent Municipal messaging, while allowing for Council members to express their personal opinion on a Council decision.

Staff have reviewed the Communications and Council Policies and best practices from other Government organizations. Council communication approaches are varied; however, the all of the policies have designated the Mayor or Chair as the official Spokesperson. The intent of this is to facilitate consistent and effective communications with both the community and media.

#### COMMUNICATIONS

Should this Policy be referred to Council and adopted, the Office of the CAO will distribute the Communications Policy and related Styling Guide to both Council and Staff.

#### LEGAL CONSIDERATIONS

There are no legal considerations at this time. It should be noted however, that the Advertising Requirements set out in the updated Communications Policy is mandated in Section 94 of the *Community Charter*.

#### **IMPACT ON BUDGET & STAFFING**

There are no impacts to the budget or staff hours for consideration at this time. Communications and implementation of the Communications Policy is part of the day-to-day workplan of the Department of the CAO.

#### **INTERDEPARTMENTAL IMPACT & APPROVAL**

The updated Communication Policy will be incorporated into the daily routine of all staff and can be accommodated.

#### IMPACT ON THE REGION OR NEIGHBOURING JURISDICTIONS

As the Communications Policy is an internal document, it has no impact on other jurisdictions.

## **ALTERNATIVE OPTIONS**

Alternative Options for the Committee's consideration are as follows:

**Option One**: **THAT** the Communications Policy as presented be supported and staff be directed to bring it forward for consideration by Council.

**Option Two: THAT** the Communications Policy be referred back to staff for further work.

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**Option Three: THAT** the 2008 Communications Policy remain active and the proposed, updated policy be abandoned

## POTENTIAL GOVERNANCE CONSIDERATIONS

The adoption of the updated Communication Policy is aligned with the Village's Strategic Priority of Good Governance whereby the Village is committed to citizen engagement, being an open and accountable government and to fiscal responsibility; and Excellence in Service whereby the Village is committed to delivering the highest quality level municipal services within the scope of our resources

### RECOMMENDATIONS

**THAT** the Committee of the Whole provides direction to staff with respect to the proposed updated Communications Policy.

#### Attachments:

Appendix A – Updated Draft Communications Policy Appendix B – 2008 Communications Policy

Submitted by:	Jill Brooksbank, Sr. Communications & Grants Coordinator
CAO Approval by:	Nikki Gilmore, Chief Administrative Officer



Approved By:	Council	Amended By:
Approved Date:		Amendment:
Meeting No.:		Meeting No.:

# POLICY PURPOSE

The purpose of this policy is to define appropriate Staff and Council conduct for the delivery of effective and consistent internal and external communications.

It is the policy of the Village of Pemberton to:

- 1. Engage in two-way dialogue with our community and stakeholders in a transparent, timely and consistent manner;
- 2. Inform our constituents and stakeholders about Village of Pemberton business, programs, procedures, activities, policies and vision to increase knowledge and understanding of the Village's role as a municipal government;
- 3. Ensure information disseminated is factual, accurate and complete to the best ability of the Village, and meeting the requirements set out in the Community *Charter, Local Government Act,* and other legal requirements;
- 4. Establish innovative communication practices which support the Village being a helpful, accessible and consistent source of information;
- 5. Foster a consistent, professional image in all business dealings related to the Village of Pemberton; and
- 6. Increase community engagement and participation in municipal and community matters.

# REFERENCES

Village of Pemberton Strategic Communications Plan

Village of Pemberton Social Media Policy

Village of Pemberton Customer Service Policy

Village of Pemberton Bullying, Harassment and Discrimination Policy

Village of Pemberton Emergency Plan

Village of Pemberton Style Guide

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Approved By:	Council	Amended By:
Approved Date:		Amendment:
Meeting No.:		Meeting No.:

Village of Pemberton Council Procedure Bylaw as amended from time to time

Community Charter – Section 117 – Duty to Respect Confidentiality

# POLICY

## **Roles and Responsibilities**

### **Role of the Mayor**

The Mayor is the designated spokesperson to represent the Village of Pemberton as follows:

- Official Spokesperson for the Village of Pemberton; and
- Liaison with other government elected officials (if appropriate).

In the event that the Mayor is absent, the Acting Mayor or the CAO will be the spokesperson.

## Role of the Chief Administrative Officer (CAO)

The Chief Administrative Officer approves all statements, press releases, memos and other communications provided to the community, stakeholders, media or other audiences.

The CAO is responsible for:

- Briefing Mayor and Council;
- Briefing Village of Pemberton employees or designating a Staff member to do so;
- Authorizing the release of notices to the media and general public; and
- Designate a Staff Spokesperson if technical information is requested.

#### **Role of Communications Coordinator**

- Assists CAO with determining messaging;
- Drafting/preparing statements;
- Prepares a Q&A for internal purposes for spokesperson preparation;
- Responds to media calls and coordinates media interviews;
- Disseminates information to internal and external stakeholders
- Coordinates press conferences and escorts media (if required);

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Department:

Policy No.:

# Village of PEMBERTON Communications Dolicy Department: Personnel Policy No.: Sub-department: Administrative Created By: Jill Brooksbank

Department.	FEISUIIIEI			
Sub-department:	Administrative	Created By:	Jill Brooksbank	
Approved By:	Council	Amended By:		
Approved Date:		Amendment:		
Meeting No.:		Meeting No.:		

- Creates and maintains contact log of media requests;
- Develops key message points;
- Prepares public statements and press materials; and
- Distributes press materials.

# PROCEDURE

The Office of the CAO, through the Communications Coordinator, is responsible for strategic communication and coordination of the flow of information to the public and media by managing public messaging and the overall look and feel of the Village's branding through the Village of Pemberton Style Guide.

It is imperative that Village initiatives, projects and issues be communicated to the community in a timely matter. Managers shall meet with the Communications Coordinator to discuss upcoming projects and issues to facilitate communication planning at least four to six weeks prior to project commencement.

## **Community Communications**

Communications issued from the Village of Pemberton must be timely, concise and easily understood. All communications must be written in plain English, and abbreviations should be avoided where possible.

Information in all formats is well identified as being from the Village of Pemberton, in accordance to the Village's Style Guide.

Public information is easily accessible and shall be available for review in-person, via email or on the website.

The Council calendar will be updated regularly. Council, Committee and Commission agenda packages will be available at <u>www.pemberton.ca</u> at least seventy-two (72) hours before the Meeting date except in the instance of a Special Meeting of Council. Council, Committee and Commission meeting minutes will be uploaded to the website once they are signed. For further information on Council procedures, please review the Council Procedure Bylaw.

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Department:

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Village of PE	MBERTON		Communications Policy	
Department:	Personnel	Policy No.:		
Sub-department:	Administrative	Created By:	Jill Brooksbank	
Approved By:	Council	Amended By:		
Approved Date:		Amendment:		

Meeting No.:

# Advertising

Meeting No.:

If advertising is deemed necessary, the relevant Department Manager will consult with the Communications Coordinator to determine appropriate approach.

Public Notices must follow the public notice requirements set out in Section 94 of the *Community Charter*. Notices must be formatted on the Public Notice and/or Have Your Say ad template and signed off by the Corporate Officer.

Once approved, ads will be distributed to all Staff to ensure employees are informed of municipal matters.

### **Consultation and Outreach**

Consultation and outreach will be coordinated between the Communications Coordinator and the Department for which the outreach program is required to coordinate design and communications requirements.

The Communications Coordinator must be involved in any initial discussions regarding upcoming consultations to ensure consultation needs are able to be accommodated.

#### **Media Relations**

Media inquiries, whether by phone, e-mail, letter, or in person, should be directed to the Communications Coordinator and addressed promptly to accommodate publication or broadcast deadlines, wherever possible. As per the Customer Service Policy, inquiries should be acknowledged within forty-eight (48) hours.

In most cases, interview requests will be directed to the Mayor who is the Organization's designated Spokesperson. The Spokesperson is the public voice for the Village of Pemberton and makes statements on behalf of the Organization as a whole. When speaking with the media, the Spokesperson should refrain from expressing personal opinions. Councillors should not act as spokespersons for the Village unless they have been designated in the absence of the Mayor.

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Village of PE	MBERTON		Communications Policy	
Department:	Personnel	Policy No.:		
Sub-department:	Administrative	Created By:	Jill Brooksbank	
Approved By:	Council	Amended By:		

Amendment:

Meeting No.:

If members of Council are approached by the media regarding a Council decision, Council Members are entitled to present their own views, but in doing so should identify they are speaking for themselves as an individual and acknowledge respect for the decision-making process of Council as a whole.

If the media are seeking information that is technical in nature, the Chief Administrative Officer may designate a Staff spokesperson.

# **Emergency and Crisis Communications**

Approved Date:

Meeting No.:

In a crisis, coordinated communication must be used to maintain or restore confidence. Departments must advise the CAO's Office as soon as they identify an event or situation occurring in or affecting their Department that may attract widespread interest to the Media.

The Communications Coordinator and CAO, in consultation with the Mayor, will coordinate a response and determine how to best distribute the information.

## Electronic Communications (Email, website and social media)

Emails are to be used strictly for the purposes of Village of Pemberton business. Emails may not be used for the purposes of setting up personal web accounts. All Council and Staff emails should be limited to those that are work related and that applies to all recipients, as stated in the Customer Service Policy. All email correspondence is subject to FOIPPA (Freedom of Information and the Protection of Privacy Act).

The Village of Pemberton website is managed by the Communications Coordinator. Staff wishing to add to or amend content on the website should contact the Communications Coordinator or designate who will assist with creating appropriate messaging and post on the Village website.

Personal social media accounts may not be used for conducting Village business or contacting residents or businesses. For Social Media procedures and guidelines, please refer to the Village of Pemberton Social Media Policy.

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Department:	
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Village of PE	MBERTON		Communications Policy	
Department:	Personnel	Policy No.:		
Sub-department:	Administrative	Created By:	Jill Brooksbank	
Approved By:	Council	Amended By:		
Approved Date:		Amendment:		
Meeting No.:		Meeting No.:		

# **Internal Communications**

Before information is disseminated to the public, all Staff will be advised of the situation via an all-Staff meeting or email, and forward-facing Staff will be given key messaging. Once this has been completed, information will immediately be disseminated through the Village's various communications channels.

The Communications Coordinator and/or the Chief Administrative Officer will provide regular updates to Council and Staff related to the crisis via Staff meeting, by phone and/or email

Staff Communications – To inform Staff, a variety of mediums must be used as not all Staff have access to computers or email. Staff notices and information will be issued via email, on the Staff notice board and regular Staff meetings. For detailed policy regarding Staff communications, please see Customer Service Policy

Manager/Supervisor and Staff Communications – Managers/supervisors must communicate with employees openly, often and, before information in made public.

Councillor Inquiries and Communications – The point of contact between Council and Staff is the Chief Administrative Officer. Any Council inquiries (verbal or written) received by Staff must be directed to the Chief Administrative Officer. In some circumstances, the CAO may refer Councillors to senior Staff if their inquiry is technical in nature in which case a response should be provided within twenty-four (24) hours. All correspondence to Council must be email carbon copied to the Chief Administrative Officer.

# Use of the Village of Pemberton Logo and Branding

Any use of the Village Logo must be approved by the Communications Coordinator prior to installation or use. Requests must be made to the Communications Coordinator 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 Communications Coordinator to ensure consistency.

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Policy No .:

Village of Pemberton Committee of the Whole No. 168 Tuesday, November 21, 2017 15 of 24



#### POLICY # COUNCIL 004

APPROVED March 4, 2008

#### 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

- 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 Communications Coordinator 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 Communications Coordinator 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 content must be submitted to the Communications Coordinator for design no later than Monday at 4pm for the Thursday publication. 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, PVTA, 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

Please see the Village's *Roundabout Sign Board Policy* for complete policy details.

The Community Events Billboard, situated at the roundabout near the railroad tracks, is available free of charge to advertise community events, Non Profit 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 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 Communications Coordinator and approved by the Manager of Administrative Services or Administrator.

Village E-News shall not be sent more than by-weekly, however some exceptions may be made to publicize a special event or distribute a PSA. Any person may subscribe or unsubscribe by visiting www.pemberton.ca.

10. Gateway Banner

Please see the Village's Gateway Banner Policy for complete policy details.

The Gateway Banner poles, situated on either side of Portage Road near the entrance to the Village, are available to community organizations for a fee of

\$150 to hang of a banner in promotion of community events. Bookings are taken on a first come, first serve basis. The banner, manufactured/supplied by the community organization and conforming to the specifications outlined in the Gateway Banner Policy, is be installed and taken down by the Village of Pemberton Works Department.

#### 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)

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 News Section 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 Communications Coordinator 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, contact information and confidentiality clause.

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 Council members 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, bylaw, 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.