

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**EXTERNAL COMMUNICATIONS REVIEW
SUB-COMMITTEE**

November 23, 2017

An **EXTERNAL COMMUNICATIONS REVIEW SUB-COMMITTEE** meeting will be held in the **CITY HALL COUNCIL CHAMBERS** located at **15322 Buena Vista Avenue, White Rock, BC**, on **WEDNESDAY, NOVEMBER 29, 2017** at **2:00 P.M.** for the transaction of business as listed below.

S. Lam, Deputy Corporate Officer

A G E N D A

Councillor Sinclair, Chairperson

1. AGENDA APPROVAL

RECOMMENDATION

THAT the External Communications Review Sub-Committee adopt the agenda for the meeting scheduled for November 29, 2017 as circulated.

2. PREVIOUS MINUTES

a) External Communications Review Sub-Committee Meeting – September 21, 2017 **Page 2**

RECOMMENDATION

THAT the External Communications Review Sub-Committee adopt the minutes of the September 21, 2017 meeting as circulated.

3. SOCIAL MEDIA ANALYTICS: UPDATE ON MARCOMM CAMPAIGNS

The Manager of Communications and Government Relations will provide an update on the MarComm campaigns.

4. CITY OF WHITE ROCK WEBSITE

Staff will present on matters related to the City of White Rock website.

5. ROAD CLOSURE INTERACTIVE MAP (GIS - GEOGRAPHIC INFORMATION SYSTEM)

The Manager of Information Technology will present the interactive Geographic Information System.

6. CONCLUSION OF THE NOVEMBER 29, 2017 EXTERNAL COMMUNICATIONS REVIEW SUB-COMMITTEE MEETING

PRESENT: Councillor Sinclair, Chairperson
Councillor Lawrence

ABSENT: Councillor Chesney

STAFF: D. Bottrill, Chief Administrative Officer
F. Farrokhi, Manager of Communications and Government Relations
S. Lam, Deputy City Clerk
A. Gregerson, Communications Coordinator

Press: 0

Public: 3

The meeting was called to order at 2:00 p.m.

1. AGENDA APPROVAL

2017- EXCOM-01 **It was MOVED and SECONDED**

THAT the External Communications Review Sub-Committee amend the agenda by:

- Considering Item 4 following the adoption of minutes

And that the agenda for the September 21, 2017 be adopted as amended.

CARRIED

2. PREVIOUS MINUTES

a) External Communications Review Sub-Committee Meeting – December 7, 2016

2017- EXCOM-02 **It was MOVED and SECONDED**

THAT the External Communications Review Sub-Committee adopt the minutes of the December 7, 2016 meeting as circulated.

CARRIED

As per resolution 2017-EXCOM-01, item 4 was considered next on the agenda.

4. ADDRESSING MISINFORMATION

The Chief Administrative Officer provided a PowerPoint that summarized the corporate report dated September 21, 2017 titled “Addressing Misinformation”.

Following the presentation, discussion ensued and the following comments were noted:

- Municipalities across the province are dealing with similar issues in terms of addressing misinformation;
- City staff are taking necessary steps to ensure the community is informed of the facts;

- Spoke to the benefits and positive impacts of staff ensuring citizens are able to relieve concerns by providing the facts.

The Committee thanked Communications staff for taking the initiative by creating the City's "Rumours and Misperceptions" webpage.

2017- EXCOM-03 **It was MOVED and SECONDED**

THAT Council receive for information the corporate report dated, September 21, 2017 from the Manager, Communications and Government Relations, titled "Addressing Misinformation."

CARRIED

3. SOCIAL MEDIA ANALYTICS: UPDATE ON MARCOMM CAMPAIGNS

Ashley Gregerson, Communications Coordinator, provided a PowerPoint presentation that summarized the corporate report dated September 21, 2017 from the Manager of Communications and Government Relations titled "Social Media Analytics: Update on MarComm Campaigns".

Following the presentation, discussion ensued and the following comments were noted:

- Happy to see the increase in followers and viewership through the social media channels;
- The presentation only speaks to social media and does not consider the improvements made to the website, which is the City's main communication tool. Further analytics on website usage will be brought forward at a future meeting;
- Appreciation expressed for the broad range of demographics that can be accessed through social media mediums;
- Social media increases the chances of notifying residents when an alert needs to be given;
- Methods of accessing news are evolving, noting that fewer people are accessing their information through hard copy newspapers (news read through e-editions, articles, posts, etc);
- Advertising through social media is a cost effective method of promotion. It was reported that the City is also looking at options to advertise on the radio;
- The Committee spoke to a recent delegation to Council from WhatsOn! Magazine, a new magazine publication that will feature events occurring within White Rock and South Surrey. It was suggested that the City consider working in concert with the editors for potential synergies.

2017- EXCOM-04 **It was MOVED and SECONDED**

THAT Council receive for information the corporate report dated September 21, 2017 from the Manager, Communications and Government Relations, titled “Social Media Analytics: Update on MarComm Campaigns.”

CARRIED

5. COMMUNICATIONS REGARDING CITY’S WATER RELATED ACTIVITIES (JANUARY – JULY 2017)

The Manager of Communications and Government Relations provided a PowerPoint presentation that summarized the corporate report dated September 21, 2017 titled “Communications Regarding City’s Water Related Activities (January – July 2017)”.

Following the presentation, discussion ensued and the following comments were noted:

- The Committee spoke to the effectiveness of including public information with the monthly water utility bills;
- The City has been proactive in terms of delivering the facts to residents through their communication channels;
- Fraser Health has asked the City to utilize their mailings (eg: notices/tax bills) to educate residents regarding the opioid crisis.

The Committee noted that the website has information/ links available that allow the public to conduct their own research if they have questions regarding water.

2017- EXCOM-05 **It was MOVED and SECONDED**

THAT Council receive for information the corporate report dated September 21, 2017 from the Manager, Communications and Government Relations, “Communications Regarding City’s Water Related Activities (January – July, 2017)”.

CARRIED

6. CONCLUSION OF THE SEPTEMBER 21, 2017 EXTERNAL COMMUNICATIONS REVIEW SUB-COMMITTEE MEETING

The Chairperson declared the meeting concluded at 2:50 p.m.



Councillor Sinclair
Chairperson

S. Lam
Deputy City Clerk