

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



POLICY TITLE: RECOGNITION AND STRATEGIC MESSAGES

POLICY NUMBER: COUNCIL - 135

<i>Date of Council Adoption:</i> April 16, 2012	<i>Date of Last Amendment:</i> February 25, 2019
<i>Council Resolution Number:</i> 2011-234, 2012-104 , 2013-082, 2015-285, 2017-063, 2019-042, 2019-091	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> February 25, 2019

Policy

1. Mayor and Council greetings will be placed in a strategic fashion in various municipal guides and speciality publications.
2. Each greeting is based on merit and is a Communications Officer decision in consultation with the Mayor.
3. Up to eleven (11) paid strategic messages be placed in the Peace Arch News annually as follows:
 - a. National Volunteer Week
 - b. Canada Day
 - c. Remembrance Day
 - d. Christmas Day/New Year's Day
 - e. And that Mayor and Council each bring forward one event (seven total) to be approved by Council as a paid strategic message for the remainder of the term (Appendix A).

Rationale

To balance public recognition of significant dates within budget limitations in a manner that is consistent with the City's mission and value statements.

APPENDIX A

**LIST OF COUNCIL SELECTED STRATEGIC MESSAGES
IN EFFECT COUNCIL TERM (2018 – 2022)**

February - Black History Month

February - Family Day

March - International Women's Day

April - Easter

June – National Indigenous Peoples Day

June/July – Pride Week

August- BC Day

December - Hanukkah