

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: May 1, 2023
TO: Mayor and Council
FROM: Amanda Silvers, Manager, Communications & Government Relations
SUBJECT: Updating Recognition & Strategic Messages Policy

RECOMMENDATIONS

THAT Council:

1. Select a list of cultural and community annual occasions they would like recognized with a message to the community;
 2. Direct how to recognize each occasion, either via newspaper advertisement, social media post, or both, so that the existing “Policy 135 – Recognition & Strategic Messages” can be updated and approved for the term;
 3. Agree that the policy be renamed to “Policy 135 – Council Messages for Cultural & Community Observances” to better reflect the contents of the policy.
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EXECUTIVE SUMMARY

At the beginning of each Council term, “Policy 135 – Recognition & Strategic Messages” is reviewed and updated by Council with the list of cultural and community observances that Council will recognize annually with a message to the community. The purpose of this policy is to balance public recognition of significant observances with budget and resource limitations in a manner that is consistent with the City’s values.

Council is asked to select a list of annual observances so that the existing “Policy 135 – Recognition & Strategic Messages” can be updated and approved for the term.

INTRODUCTION/BACKGROUND

At the beginning of each Council term, “Policy 135 – Recognition & Strategic Messages” is reviewed and updated with the list of annual cultural and community observances that Council recognizes with a message in the local newspaper and, in recent years, on the City’s social media channels.

In the past, the list was limited to 11 occasions to balance public recognition of significant observances within budget limitations in a manner that is consistent with the City’s values. In the 2018-2022 Council term, this list of 11 annual occasions included four standard observances, National Volunteer Week, Canada Day, Remembrance Day, and Christmas Day/New Year’s

Day, plus an additional seven (7) individual selections, made one each by the mayor and the six (6) councillors as per the policy direction. The current policy can be reviewed in Appendix A. Cognizant of the broad diversity of cultures present in White Rock and on the peninsula, the evolution of community values, and the addition of National Day for Truth and Reconciliation as a national observance, the following has been compiled for Council's consideration as a reasonably inclusive list reflecting a broad spectrum of cultures and community priorities:

1. Lunar New Year*
2. Black History Month
3. Eid al-Fitr
4. International Women's Day
5. Easter
6. National Volunteer Week
7. National Indigenous Peoples Day
8. Canada Day
9. Pride Week
10. National Day of Truth and Reconciliation
11. Remembrance Day
12. Diwali
13. Hanukkah
14. Christmas/New Year

*Yellow highlight denotes new additions to the 2018-2022 term list.

FINANCIAL IMPLICATIONS

The cost to place 11 annual messages in the local newspaper (as directed by the current policy) is \$3,740 (\$340 per ad). The cost to place 14 would be \$4,760. The messages are also shared across the City's social media channels on Facebook, Instagram and Twitter with no budget required.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Recognizing significant cultural and community observances serves Council's vision where "White Rock is a community where people feel safe, included, respected, and connected, local businesses prosper, natural areas are thriving and protected, and city spaces are animated, well-maintained, and inviting." It particularly serves the "included" component.

OPTIONS / RISKS / ALTERNATIVES

The following options are available for Council's consideration:

Council may choose to acknowledge all or some of the occasions on the list noted above or may have additional occasions to include.

Council may choose to place a paid newspaper advertisement for all, some, or none of the occasions they select and choose instead to recognize some or all the occasions in social media only.

CONCLUSION

Staff seek Council's direction on the annual cultural and community observances they wish to acknowledge in the local newspaper and/or on the City's social media channels so that Policy 135 – Recognition & Strategic Messages can be updated for the term.

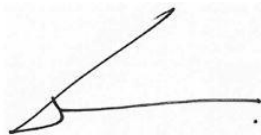
Respectfully submitted,



Amanda Silvers
Manager, Communications & Government Relations

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Policy 135 – Recognition & Strategic Messages