



Meeting Date: May 11, 2026
Department: Economic Development and Community Engagement
Report No.: ED-2026-03
Submitted by: Heather Lalonde, Director of Economic Development and Community Engagement
Approved by: Rob Browning, Chief Administrative Officer

SUBJECT: Communications Policy Update

RECOMMENDATION: THAT: Council receive the Communications Policy for information.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Municipal Customer Service:

The Municipality offers seamless, responsive service and an exceptional experience for every customer.

BACKGROUND:

An updated version of the existing Municipal Communications Policy was presented to Council at the October 6, 2025, and November 3, 2025, Council Meetings. Council was provided updates and requested that the Policy go back to staff with comments and brought back to Council at a Strategic Priorities meeting.

COMMENTS:

The draft version of the Communications Policy both red line and clean version are attached to this report. During the November 3, 2025, Council meeting, Council commented on the inclusion of Council in the policy where they were governed by other policies and provincial acts. Staff have considered the comments and present updates for Council comments.

A section that includes the Role of Council that is connected to the Code of Conduct and Integrity Commissioner and removes Council from the list of Designated Spokespersons for the Municipality.

Staff have taken the opportunity to streamline the policy which is supported through existing policies that are established and guide staff and Council. The 2018 policy was combined with procedures that resulted in a confusing document. The newly formatted policy presented at the Strategic Priorities meeting speaks directly to purpose, scope & governance for Municipal Communications.

Supporting documents including a Social Media Policy and a Media Relations Guide are included for review.

CONSULTATION:

Rachel Mead, Communications Coordinator
Rob Browning, CAO

FINANCIAL IMPLICATIONS:

N/A

ATTACHMENTS:

Communications Policy Redline
Communications Policy Clean
Related Documents