



REQUEST FOR DECISION

Meeting: October 14, 2025

Communications and Engagement Strategy

DESCRIPTION/BACKGROUND:

One of Council's priorities for this term was to create a Communications and Engagement Strategy. Administration has prepared a draft version. Key objectives of the strategy include:

- Supporting Council's Strategic Plan
- Promoting engagement and communications to create an environment where town processes and policies, and council decisions are transparent and accessible
- Promote Economic & Community Development: Highlight business incentives, tourism, and local events.
- Sound Governance: Ensure transparency and accessibility of Council decisions.
- Community Engagement: Strengthen relationships with residents and service groups.
- Promote wellness, recreation, and inclusion.

The strategy contains a Communications and Engagement Assessment, which provides an overview of and categorizes the communications processes at the Town of Claresholm, provides recommendations for improvement, and options for new initiatives.

Key Recommendations include:

- Reviewing and updating key policies, including Public Participation Policy, Social Media Policy, Streaming and Recording Council Meetings, Electronic Community Sign Usage, Delegation to Council, Council Youth Representatives
- New Initiatives: Posting Council Committee agendas to the website, compiling a more comprehensive Annual Report, conducting a Communication and Engagement Survey once/Council term to inform the Strategy.

The Assessment also contains information on new and in-progress initiatives undertaken by staff and Council during the term, including:

- 60-Day News Scoop – response to community survey
- E-Scribe Agenda Software – Council and administration driven
- Council Highlights – response to community survey
- Coffee With Council – public and council driven
- Website Upgrade – the Town was successful with SCOP grant, which will fund the website upgrade, which is ongoing.

DISCUSSION/OPTIONS:

Given that this is the end of the Council term, administration is recommending that Council direct administration to bring this strategy forward to the new Council for its consideration and integration with their strategic plan.

PROPOSED RESOLUTIONS:

Moved by Councillor _____ to direct administration to bring the draft Communications and Engagement Strategy forward to the new Council for its consideration and integration with its Strategic Plan.

ATTACHMENTS:

- 1.) Communications and Engagement Strategy (DRAFT)
- 2.) Communications and Engagement Inventory (DRAFT)
- 3.) Communications Survey (Raw Data)

PREPARED BY: Abe Tinney, CAO

DATE: October 10, 2025
