



<b>Date:</b> December 18, 2007 June 20, 2012 December 21, 2016	<b>Motion: 184/07</b> <b>Motion: 115/12</b> <b>Motion: 182/16</b>
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<b>Title:</b> Communications Policy	<b>Policy No. 11</b>
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## 1. Purpose

1.1. The purpose of this policy is to establish minimum standards with regard to the frequency and type of communication between Village of Bawlf Council and Administration and the residents of Bawlf.

## 2. Background

2.1. The level of communication between Village Council and Administration has heretofore been uneven and selective. Village residents have expressed clearly in a number of public forums that they wish to be kept abreast of issues and events pertaining to municipal government in Bawlf. Regular communication engenders a sense of community and belonging among residents.

## 3. Village Entrance Sign

- 3.1. Administration to compile a set of events for the coming month on the first business day of that month; information to be provided by any source, including Councillors, other members of Administration, or the community at large.
- 3.2. Public Works or whomever the CAO designates shall be responsible for changing the sign.
- 3.3. Sign must be changed by the end of the next business day after the previous event.
- 3.4. List of events for the month can be amended by either Council or Administration if new information comes to light during the month; information shall be submitted to the CAO.
- 3.5. In the event of disagreement regarding the sign's content, CAO and/or Council shall have final say on the matter.
- 3.6. The sign should **never** be blank: long periods with no events to announce should either show the Village's website or include some sort of generic greeting.

#### 4. Website

- 4.1. The Village website is often the first interaction that visitors have with the Village and is to be considered one of the primary methods for Village Council and Administration to communicate with both residents and non-residents. As such, it must be maintained to the highest standard.
- 4.2. Website maintenance is an inherently administrative task. However, the CAO can designate anyone he/she sees fit to maintain the Village's website. In the absence of in-house expertise, the Village shall retain professional website design services.
- 4.3. The CAO shall have final say on matters of form and design. Council shall have final say on matters of editorial/policy content.
- 4.4. The designated web maintenance person shall ensure that agendas of regular Village Council meetings are posted to the Village's website **no later** than the Friday immediately prior to the said meeting. Items added to the agenda at the time of the Council meeting in question shall be included thereon for information purposes only; motions pertaining thereto can be made only at subsequent meetings.
- 4.5. The designated web maintenance person shall ensure that minutes of Council meetings are posted to the Village's website as soon as is practical after the said minutes have been approved.
- 4.6. The designated web maintenance person shall post Village newsletters and or any other periodic or occasional communications emanating from the Village as soon as is practical after said communications have been approved by Council.

#### 5. Written Communications from the Village

- 5.1. All non-billing communications with either residents or non-residents (except for mass-mail items such as newsletters) shall be issued on coloured letterhead and be sent in envelopes clearly displaying a coloured Village of Bawlf logo.
- 5.2. All mass-mail types of correspondence **must** be approved by the CAO and/or Council.

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Mayor

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CAO