



Staff Report

Report Title: Communications Strategy – March 2021

Prepared By: Michelle Goetz, Community Development Officer

Department: BED

Date: Mar. 1, 2021

Report Number: BED-2021-03-14

File Number:

Attachments: Redbrick Proposal

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby approves Report Number BED2021-03-14 prepared by Michelle Goetz, Community Development Officer AND approves the proposal of Redbrick Communications up to a maximum amount of \$2,500 plus H.S.T to provide guidance and support for the development of the Township of Huron-Kinloss Corporate Communications Strategy AND FURTHER grants pre-budget approval for the initiative.

Background:

In the 2021 Economic Development Business Plan, staff has identified the creation of a corporate communications strategy. In order to ensure that the strategy is complete and all-inclusive, staff is recommending working with Redbrick Communications as they have extensive knowledge and experience with creating and reviewing strategies for municipalities.

Discussion:

As we began researching best practices and industry standards for the Township of Huron-Kinloss corporate communications strategy, we realized very quickly how much content and resources are available to review and consider for our strategy. It was also in this research that we came upon Redbrick Communications through the AMO website. Redbrick provides educational support and resources to AMO members and specializes in assisting municipalities with their communication needs.

Staff is recommending that we engage Redbrick Communications to provide us guidance as we create our strategy. Redbrick Communications will provide us with:

- Resources and templates for us to review
- Access to their expertise and network to learn more about best practices and industry standards
- An introductory meeting to review our project goals and project plan developed by the Community Development Officer
- A mid-point meeting to review the content created to date and provide feedback
- A final meeting to review the strategy and provide feedback prior to presenting the strategy to Council for approval

Staff would like to continue moving forward with this project and is requesting pre-budget approval up to a maximum of \$2,500+HST to work with Redbrick Communications to create the corporate communications strategy. It is important to note that funding for this project has been approved by the NWMO in the 2021 resource fund workplan. Staff hopes to complete the strategy and present it to Council by June 2021.

Financial Impacts:

Staff is requesting pre-budget approval to a maximum of \$2,500 + HST. Funding for this program comes from the NWMO resource fund.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving an accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

A6.1 Communication Plan

Respectfully Submitted By:

Michelle Goetz, Community Development Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer