THE CORPORATION OF THE **CITY OF WHITE ROCK** 15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



POLICY TITLE: RECOGNITION AND STRATEGIC MESSAGES
POLICY NUMBER: COUNCIL - 135

| Date of Council Adoption: April 16, 2012 | Date of Last Amendment: February 25, 2019 |
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| Council Resolution Number: 2011-234, 2012-104, 2013-082, 2015-285, 2017-063, 2019-042, 2019-091 | |
| Originating Department: Administration | Date last reviewed by the Governance and Legislation Committee: February 25, 2019 |

Policy

- 1. Mayor and Council greetings will be placed in a strategic fashion in various municipal guides and speciality publications.
- 2. Each greeting is based on merit and is a Communications Officer decision in consultation with the Mayor.
- 3. Up to eleven (11) paid strategic messages be placed in the Peace Arch News annually as follows:
 - a. National Volunteer Week
 - b. Canada Day
 - c. Remembrance Day
 - d. Christmas Day/New Year's Day
 - e. And that Mayor and Council each bring forward one event (seven total) to be approved by Council as a paid strategic message for the remainder of the term (Appendix A).

Rationale

To balance public recognition of significant dates within budget limitations in a manner that is consistent with the City's mission and value statements.

APPENDIX A

LIST OF COUNCIL SELECTED STRATEGIC MESSAGES IN EFFECT COUNCIL TERM (2018 – 2022)

February - Black History Month February - Family Day March - International Women's Day April - Easter June – National Indigenous Peoples Day June/July – Pride Week August- BC Day December - Hanukkah