

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



**POLICY TITLE: COUNCIL MESSAGES FOR CULTURAL &
COMMUNITY OBSERVANCES**

POLICY NUMBER: COUNCIL - 135

<i>Date of Council Adoption:</i> April 16, 2012	<i>Date of Last Amendment:</i> May 1, 2023
<i>Council Resolution Number:</i> 2011-234, 2012-104 , 2013-082, 2015-285, 2017-063, 2019-042, 2019-091; 2023-192	
<i>Originating Department:</i> Administration	<i>Date last reviewed by Council:</i> May 1, 2023

Policy

1. Mayor and Council share greetings through newspaper print advertising and social media to celebrate and honour cultural and community observances that are important to, and recognized, by our community.
2. The annual schedule for greetings is determined at the beginning of each four-year council term, in consultation with Council, with an update of this policy.
3. The schedule is developed to reflect the broad diversity of celebrations and occurrences that are important to, and recognized, by those living in our community. It is by no means an exhaustive list.
4. Greetings are produced by the Communications Department in consultation with the mayor.
5. Fourteen (14) Council greetings will be placed in the Peace Arch News annually as paid advertisements and shared on the City's social media channels for the following occasions:
 1. Lunar New Year
 2. Black History Month
 3. Eid al-Fitr
 4. International Women's Day
 5. Easter
 6. National Volunteer Week
 7. National Indigenous Peoples' Day
 8. Canada Day
 9. Pride Week
 10. National Day of Truth and Reconciliation
 11. Remembrance Day
 12. Diwali
 13. Hanukkah

14. Christmas/New Year

Rationale

The purpose of this policy is to balance recognition of important community celebrations and observances within budget limitations in a manner that is consistent with the City's mission and values.