

Date: 2020-08-15

Subject: **Communications, Events and Protocol Policies and Procedures for City Council Information**

Contact: Jason Tamming, Director, Strategic Communications, Culture and Events, 905-874-2889, jason.tamming@brampton.ca

Recommendations:

1. That, the report from Jason Tamming, Director, Strategic Communications, Culture and Events dated August 15, 2020 titled: **Communications, Events and Protocol Policies and Procedures for City Council Information, all Wards, I 89/2020**, to the Governance and Council Operations Committee Meeting of September 21, 2020, be received.

Overview:

- At the Special Meeting of the Governance and Council Operations Committee held on Monday, July 6, 2020 Motion GC008-2020 carried requesting that staff report back to a future Committee meeting with information on communication policies and procedures applicable to Members of Council and Council staff.
- The report below outlines policies and procedures for Councillors and Council staff as it pertains to the areas of civic events, protocol, communications and media relations.

Background:

At the Special Meeting of the Governance and Council Operations Committee held on Monday, July 6, 2020 motion GC008-2020 was carried, requesting that staff report back to a future Committee Meeting with information on policies and procedures applicable to Members of Council and Council staff as it pertains to Communications, Events, and Protocol.

Current Situation:

Current Situation:

The aforementioned is a compilation of policies endorsed by Council, best practices and procedures. Details below outline the relevant policies and procedures of key functional areas within Strategic Communications, Culture and Events.

1. Events and Protocol Office

The Events and Protocol Office is responsible for coordinating City events and activities in recognition of national and international dates of significance, awards and recognition that bring together a large number of people and activities that place an exceptional demand on community response services as well as coordinating dignitary, honourees and celebrity involvement in City activities.

Calendar of Corporate Events

A Corporate Event Listing is brought to Council in Q4 each year for endorsement. Upon approval, this becomes the official list of events organized and led by the City's Events and Protocol Office for the year ahead.

New Requests for Special Events

Occasionally, a Member of Council may wish to recognize an additional event in the Special Event category. Staff is proposing the following Special Events Guidelines:

- a) A Member may request that Council recognize a new Special Event.
- b) All Special Event requests, including funding, must be approved by Council prior to staff proceeding with the planning of the event not less than six (6) months prior to the proposed event in order to ensure adequate planning and timely delivery.
- c) Where an event is approved as a Special Event by Council, it is approved for the current year only.
- d) For those Special Events approved by Council, the Event Planning Team will be responsible for planning and delivering on each event.

Mayor and Councillor Organized Events

At times, elected officials sponsor events with their community or host events in their respective wards. These events remain an important part of community celebration and recognition and have historically included receptions, dinners, flag raisings and barbeques. These events are supported by the Mayor and Council staff and the individual Member's discretionary expense account.

Community Events

Community events are organized by an external organization where the Mayor and/or other Members of Council are invited guests.

- Generally, the Mayor brings greetings from the City and speaks immediately after the master of ceremonies' opening remarks and introductions,
- Followed by the Councillor(s), if applicable,
- And then other speaking guests

The program agenda is at the discretion of the community event organizer.

Speaking Order

- a) The Mayor and Members of Council are hosts for official City events that are ceremonial in nature.
- b) The Mayor will speak first and convey official greetings from the City. The organizing department in consultation with the Protocol Office may determine appropriate speaking roles in consultation with the Mayor's Office. Elected officials speak before other speakers in the following order:
 - a. Mayor or Acting Mayor or relevant Committee Chair
 - b. Local ward Councillor(s) if the event is not considered city-wide
 - c. Regional Chair
 - d. Area Member of Parliament (MP), and
 - e. Area Member of Provincial Parliament (MPP)

Master of Ceremonies Selection

- a) The Emcee for City events and ceremonies will be determined by the organizing department in consultation with the Protocol Office. In most cases, a City elected representative including the relevant committee chair will be considered for the role of Emcee at corporate events including ceremonial events such as ground breakings, ribbon cuttings, and openings.
 - a. For tourism or festival focused special events, the Events and Protocol Office has the discretion to bring in a professional Emcee (example: Canada Day, New Year's Eve, and Winter Lights Festival).

Proclamations

A proclamation is a public statement from the Office of the Mayor, on behalf of Brampton City Council, to proclaim a specific date, week or month in order to acknowledge a significant event. Proclamations are ceremonial documents issued and signed by the Mayor that officially recognize the importance of an event, cause, campaign, or an organization of significance, interest or benefit to the citizens of Brampton for a particular day, week or month. A proclamation does not constitute a personal or civic endorsement.

- The Mayor will retain discretion to approve or deny a proclamation request on behalf of the City, if a request meets the criteria but poses a reputational risk to the City.
- The Mayor signs all proclamations (or authorizes the use of digital signature)
- The Mayor reads the issued proclamations at Council meetings on behalf of City Council
- Mayor and Council attend pre-Council Proclamation Reception

Flag-raising

To celebrate together the strength of Brampton's diversity, equality and inclusivity, the City offers the opportunity for communities to raise nation and community flags on the designated Community Flag Pole located in Ken Whillans Square at City Hall, enhancing awareness of special occasions and activities.

All community flag raisings take place on the Community Flag Pole in Ken Whillans Square at City Hall.

- For half-masting and discretion for flying flags for special or ceremonial occasions not identified in the Policy
- To approve a community flag raising request that does not meet the criteria, and discretion to deny a community flag raising request that has reputational risk to the city

The Protocol Office will assess and approve community flag raising requests from charitable and non-profit organizations based on the following criteria:

- The City will fly flags on the Community Flag Pole:
 - Of nations recognized by the Government of Canada to celebrate a country's national day or on the anniversary of a special occasion
 - Of organizations that have a presence in the Brampton community, except those outlined below.
 - The City will not approve requests for flag raisings on the Community Flag Pole requested by:
 - Organizations or groups that are political or partisan in nature, including political parties or political organizations
 - Organizations that promote hatred, violence, racism, or discrimination of any kind
 - Religious organizations
 - Organizations that have already flown a flag on the Community Flag Pole within the same calendar year
 - Commercial entities
 - The City will not approve requests for use of the Community Flag Pole for flags that:
 - Belong to nations not recognized by the Government of Canada
 - Represent political causes
 - Celebrate religious events
 - Celebrate corporate events
 - Support of groups, organizations or events that promote beliefs contrary to any other City policy or pose a reputational risk to the City

Belong to nations that have already flown on the Community Flag Pole within the same calendar year

2. Council and Mayor Newsletters

At the June 3, 2019 Governance and Council Operations Committee Meeting, staff presented a report titled Council and Mayor Newsletter – Future Options. Committee considered this matter including:

- support for a separate newsletter for the Mayor
- need for input from residents about a digital versus printed newsletter
- concern about the number of residents that could be reached through digital distribution versus printed copy
- questions about potential cost savings resulting from a digital only version

The report was referred to June 12, 2019 Committee of Council Meeting, where Committee resolved that:

Staff proceed with Option 2b as outlined in the subject report, for the production of the Council and Mayor Newsletters as follows:

Twice yearly, existing size printed Council newsletter (11 x 17, folded) with additional four pages, with separate printed Mayor's newsletter, same number of pages.

Total cost per issue \$112, 280.

Newsletter Process

- Staff prepares a list of potential articles for including in the newsletter. This includes City-wide stories as well as ward-specific initiatives or updates.
- When Mayor and Councillors choose the articles they wish to include, staff prepares the full articles
- Opening message/s are provided by the respective Member
- Newsletters are designed by staff and upon the Member's final sign off on artwork, staff coordinates printing, and arranges distribution of the newsletters through Canada Post to every household in Brampton

Cancellation of Council Calendar

At the Governance and Council Operations Committee Meeting, Members carried a motion to cancel the annual Council calendar given Council's decision to produce semi-annual Mayor and Councillor newsletters.

3. Media Release Quote Matrix

The City of Brampton issues Media Releases to provide the latest City news to media, residents, businesses and stakeholders. This includes, but is not limited to new Council-approved direction, announcements, endorsements, changes and updates.

The Quote Matrix is a procedure followed by Strategic Communications to determine which Members of Council are designated as City Spokespeople in Media Releases. The general practice for attribution is providing the Mayor, Committee Chair (if applicable), Committee Vice-Chair (if applicable), and Chief Administrative Officer the right of refusal for a quote. In the event that the City's release pertains to a third party, a quote from the relevant stakeholder is included.

Adjustments due to unique circumstances are at the discretion of the Director, Strategic Communications, Culture and Events.

Corporate Implications:

Financial Implications: none

Other Implications: none

Term of Council Priorities:

Strategic Plan

This report achieves the Term of Council Priority of a well-run City by continuously improving the day-to-day operations of the corporation and streamlining service delivery.

Conclusion:

In response to the Council motion, staff compiled information on the current corporate policies and procedures as it pertains to Communications. As a result of this request a compilation of relevant Council-endorsed documents are referenced and available throughout this report.

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