



# **Council Workshop Agenda**

**Monday, March 27, 2017  
6 p.m.**

**Council Chambers  
Aurora Town Hall**



**Town of Aurora  
Council Workshop Meeting  
Communications Strategy Workshop Agenda**

Monday, March 27, 2017  
6 p.m., Council Chambers

**1. Approval of the Agenda**

**Recommended:**

That the agenda as circulated by Legislative Services be approved.

**2. Declaration of Pecuniary Interest and General Nature Thereof**

**3. Welcome/Introduction** (D. Nadorozny, 5 minutes)

**4. Council Focus Group** (S. Mackenzie-Smith, 40 minutes)

**5. Council Questions/Comments – Theme Discussions** (S. Mackenzie-Smith, 30 minutes):

1. Corporate Communications SWOT analysis
2. Best practices & measurement
3. Update on strategy

**6. Adjournment**