



Town of Aurora
Council Communications Strategy Workshop
Minutes

Council Chambers
Aurora Town Hall
Monday, March 27, 2017

Attendance

Council Members	Mayor Dawe in the Chair; Councillors Abel, Humfryes, Kim (arrived 7:07 p.m.), Mrakas, Pirri, and Thompson
Members Absent	Councillors Gaertner and Thom
Other Attendees	Doug Nadorozny, Chief Administrative Officer, Stephanie Mackenzie-Smith, Manager of Corporate Communications, Samantha Yew, Deputy Clerk, and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 6:05 p.m.

On a motion of Councillor Pirri seconded by Councillor Humfryes, Council consented to recess the meeting at 6:42 p.m. On a motion of Councillor Mrakas seconded by Councillor Thompson, Council consented to reconvene the meeting at 6:57 p.m.

1. Approval of the Agenda

Moved by Councillor Humfryes
Seconded by Councillor Pirri

That the agenda as circulated by Legislative Services be approved.

Carried

2. Declaration of Pecuniary Interest and General Nature Thereof

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

3. Welcome/Introduction/Brief History

Mr. Nadorozny provided a brief introduction to the Workshop.

4. Council Focus Group

Ms. Mackenzie-Smith led a Council Focus Group, and discussed topics including methods of effective communication, communication tools, and types of communication. Council provided feedback.

5. Council Questions/Comments – Theme Discussions

Ms. Mackenzie-Smith presented a Corporate Communications SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, best communications practices and measurements, and an update on the Town's Corporate Communications strategy. Council asked various questions and provided comment.

6. Adjournment

Moved by Councillor Pirri
Seconded by Councillor Kim

That the meeting be adjourned at 7:59 p.m.

Carried

Geoffrey Dawe, Mayor

Samantha Yew, Deputy Clerk

The minutes of the Council Communications Strategy Workshop of March 27, 2017, are subject to final approval by Council on April 25, 2017.