

**CITY OF VAUGHAN**  
**REPORT NO. 4 OF THE**  
**STRATEGIC PLANNING COMMITTEE**

*For consideration by the Council  
of the City of Vaughan  
on November 24, 2009*

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The Strategic Planning Committee met at 10:15 a.m., on November 16, 2009.

Present: Regional Councillor Mario F. Ferri, Chair  
Regional Councillor Joyce Frustaglio  
Councillor Alan Shefman

Also Present: Councillor Peter Meffe (10:30 a.m.)  
Vaughan Youth Councillor Ali Fatehzadah

The following items were dealt with:

**1      ENHANCING PUBLIC ENGAGEMENT AND ELECTRONIC COMMUNICATION THROUGH  
THE USE OF SOCIAL MEDIA**

**The Strategic Planning Committee recommends approval of the recommendation contained in the following report of the Commissioner of Legal and Administrative Services and the Director of Corporate Communications, dated November 16, 2009:**

**Recommendation**

The Commissioner of Legal and Administrative Services and the Director of Corporate Communications, in consultation with the City Manager, Chief Information Officer, City Clerk and the Senior Manager of Strategic Planning recommend:

1. That a staff working committee be established to evaluate appropriate opportunities for using social media, establish a strategic direction and create policies as required to guide social media implementation in the Corporation;
2. That Attachment 1 – Social Media Staff Working Committee Draft Terms of Reference be approved;
3. That the presentation from Robert Hutton, Pollara Inc. be received.

**2                      2010 COUNCIL/SMT SYMPOSIUM/WORKSHOP**

**The Strategic Planning Committee recommends:**

- 1) That Attachment 1 entitled, “Council/SMT Symposium/Workshop Quotes”, contained in the following report of the Senior Manager of Strategic Planning, dated November 16, 2009, be received; and

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- 2) **That the Council/SMT Symposium Workshop be held on April 15, 2010 at the Thornhill Country Club.**

**Recommendation**

The Senior Manager of Strategic Planning in consultation with the City Manager recommends:

- 1) That Attachment 1- Council/SMT Symposium/Workshop Quotes be received and the date of April 15, 2010 be approved and direction provided for the location of the workshop.

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**STRATEGIC COMMUNICATIONS PLAN UPDATE**

**The Strategic Planning Committee recommends that the verbal update of the Director of Corporate Communications, be received.**



The meeting adjourned at 11:30 a.m.

Respectfully submitted,

Regional Councillor Mario F. Ferri, Chair