

## **STRATEGIC PLANNING COMMITTEE – SEPTEMBER 16, 2008**

### **STRATEGIC COMMUNICATIONS**

#### **Recommendation**

The City Manager, recommends:

1. That this report be received for information.

#### **Economic Impact**

None.

#### **Communications Plan**

N/A

#### **Purpose**

The purpose of this report is to update the Strategic Planning Committee on the establishment of a working group, as approved at the June 23, 2008 committee meeting.

#### **Background - Analysis and Options**

At the Strategic Planning Committee meeting on June 23, 2008 the committee recommended that a working group be established to develop a strategic communications plan for the City and the working group report to the City Manager's office within one month.

The working group is composed of Regional Councillor Mario Ferri, Chair, Strategic Planning Committee; Councillors Tony Carella and Alan Shefman, City Manager Michael DeAngelis, and Director of Corporate Communications Madeline Zito. In July, 2008, the working group identified the need for a consultant specializing in strategic communications to develop a short and long term strategic communications plan. A report was tabled at the September 15, 2008 Committee of the Whole on this matter.

#### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

#### **Regional Implications**

N/A

#### **Conclusion**

The working group on strategic communications and the staff committee are moving forward with their mandates and will provide updates to the Strategic Planning Committee at future meetings.

#### **Attachments**

N/A

**Report prepared by:**

Thomas Plant, Senior Manager of Strategic Planning

Respectfully submitted,

Michael DeAngelis  
City Manager