Legislation Details (With Text)

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Creative Services Presentation

Issue/Request:
Creative Services Presentation

Key Issues:
Creative Services staff will be presenting the Mayor and City Council with a presentation and overview of the activities, efforts and tools utilized to enhance public engagement throughout the community and region.

The Creative Services Division consists of 5 dedicated full-time professionals and two part-time professionals focused on public engagement platforms and strategies in the areas of:

- Writing and Communications
- Public and Media Relations
- Media Services (audio-visual)
- Branding and Marketing
- Graphic Design

The Creative Services team consists of a Creative Services Manager, Public Communications Coordinator, Media Services Supervisor, 2 Marketing Specialists, and 2 part-time Audio-Visual Technicians.

Background:
The various public engagement platforms and communication methods have changed and evolved tremendously over the last few years requiring organizations to think differently and utilize multiple methods and tools to actively engage with stakeholders. This presentation is intended to highlight the various tools and strategies the City utilizes to actively engage with citizens.

Mark Dunning, Assistant City Manager
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