

Legislation Details (With Text)

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Type:	Discussion Item - AC	Status:		To Be Introduced	
File created:	5/12/2021	In control:		Communities in Bloom Committee	
On agenda:	5/20/2021	Final action:			
Title:	COMMUNICATIONS				

Scott Lamantia, Senior Communications Advisor provided the Committee with an update on all of the initiatives on behalf of the Communications Department. Such initiatives include:

- An ad run every Thursday in the This Week in Barrie, within the Barrie Advance, promoting the Communities in Bloom;
- The website has been updated to provide information, such as, how to submit photographs;
- Radio ads to encourage people to take pictures and submit them to be shared on the City's social media channels;
- An E-digest to go out in June;
- A media release;
- A short cartoon video to promote the great work of the Committee; and,
- The City's Profile document, which used to be a booklet.

The Committee asked Scott Lamantia some questions and he provided answers.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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COMMUNICATIONS

Scott Lamantia, Senior Communications Advisor provided the Committee with an update on the Communications Department initiatives, including:

- Weekly advertisements in This Week in Barrie (Barrie Advance) promoting the Communities in Bloom;
- Updated website (i.e. how to submit photographs);
- Radio advertisements to encourage participation;
- An E-digest scheduled for June;
- A media release;
- A short cartoon video to promote the work of the Committee; and,
- The City's Profile document.

The Committee asked Scott Lamantia some questions and he provided answers.