



### Legislation Details

**File #:** TMP-27304    **Version:** 1    **Name:**  
**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
------	------	-----------	--------	--------