

## Staff Report

**To:** Mayor Bazinet and Members of Council  
**Report From:** Janice Hallahan, Chief Administrative Officer  
**Meeting Date:** April 28, 2025  
**Subject:** Communications Consulting Services and Development of Corporate Communications Plan  
**Attachment(s):** 1) Redbrick Communications Planning Proposal  
2) By-Law 4 of 2016 – Social Media Policy

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### **Recommendation:**

That Goderich Town Council authorizes staff to engage the services of Redbrick Communications to conduct research and develop a Corporate Communications Plan that will propose strategies and tactics with budgets and proposed resource allocation, development of key messaging, along with roles, responsibilities, timelines and measurable criteria for performance;

And That the funds for the Corporate Communications Plan be taken from the Modernization Reserve Fund;

And That Council authorizes the Director of Legislative Services/Clerk to prepare a By-Law for the May 20, 2025, Council meeting to authorize the Mayor and Clerk to sign on behalf of Council, an agreement between the Town of Goderich and Redbrick Communications.

### **Report Summary:**

For Council to consider the professional services of Redbrick Communications to develop a Corporate Communications Plan.

### **Background and Analysis:**

The Town of Goderich website is the primary source of online information exchange with the public and is the Town's official online presence. The Town also uses social media to enhance communication with the public and other audiences on municipal news/notices, programs, and services.

The purpose of a Social Media Policy is to set guidelines and standards to ensure the appropriate use and management of social media on behalf of the Town of Goderich.

Social media tools offer many benefits, including:

- sharing information on programs, services, and news to a wide audience;
- promote/market the Town online to local, regional, and national audiences;
- disseminate time-sensitive information as quickly as possible; and

- increase engagement by providing an additional tool for the public to communicate with the Town.

The Town's current Social Media Policy is approximately 9 years old. It is industry standard for a Social Media Policy to be reviewed once per Council Term or more often as needed.

As part of the modernization of the Town's website and to build on the Town of Goderich's Strategic Action Plan Goal of Good Government to continuously improve our business processes and practices and improve customer service, I am proposing to Council that we engage the services of Redbrick Communications to conduct research of the Town's website and social media platforms, and the development of a Corporate Communications Plan that will propose strategies and tactics with budgets and proposed resource allocation, development of key messaging, along with roles, responsibilities, timelines and measurable criteria for performance.

Pursuant to Section 4.1.4 where a consultant is to be retained for services valued at \$10,000 or less, the non-competitive negotiation process of Section 6.2 Purchase by Negotiation may be used:

6.2.1 Subject to Council approval, the Town may negotiate a service contract for information technology, (ii) where the firm, business or person under consideration possesses particular and/or unique knowledge of the Town and is readily accessible to serve as required; and

6.2.2 (ii) where there is only one source of supply for the goods or services

Founded in 2002, Redbrick has provided strategic communications counsel and training to a broad range of municipal and private sector clients. Redbrick Communication's portfolio includes work for prominent companies, law firms, governments, associations, universities and not-for-profit agencies.

**Linkage:**

- Corporate Strategic Plan Priority #4: Good Government

**Financial Impacts and/or Source of Funding:**

The financial impact associated with this proposal is approximately \$9,500. Staff propose that the funds required for the development of a Corporate Communications Plan come from the Modernization Reserve Fund.

**Consulted With:**

Denna Hastie, Director of Corporate Services/Treasurer

**Approved By:**

Janice Hallahan, Chief Administrative Officer

Andrea Fisher, Director of Legislative Services/Clerk