

Excerpts from Town of Sackville Strategic Plan 2010-2015, adopted by town council on December 14, 2009.

6. Mayor, Council and Town Administration will develop and implement a comprehensive communications strategy that will increase efficiency, transparency and environmental responsibility, moving to twice-monthly public meetings, one public information Committee of the Whole session and a Regular Council Meeting.

Goal 6.1: Mayor and Council will move away from the traditional “Liaison Councillor” model to one of a “Committee of the Whole” reporting practice, based on the strategic priorities of this plan, to ensure public accountability and responsiveness. In the first year of the strategic plan, Mayor and Council will constitute a Committee of the Whole that will be designed to work with the CAO, the Directors of the various Town Departments, as well as community-based groups and representatives, that will allow town staff to report to Council and the public in an open, accountable and respectful meeting environment. Rather than a day- to-day administrative role, the Committee of the Whole will meet on a regular basis, as a group, to engage in discussions and reporting on various areas of the Town’s management group and outreach representation, such as university groups, the Chamber of Commerce, community groups, etc. By moving away from various Liaison Reports, Mayor and Council, as well as the public, will have printed and oral reports from the CAO and other Directors, including Fire and Police Officers, in a full committee structure designed to ensure accountability to citizens and effective town management on achieving the various strategic directions of this plan.

Various Council members will be assigned a communications role in ensuring that specific initiatives and goals of this Strategic Plan are realized.

Goal 6.2: Mayor, Council and the CAO will immediately implement a revised Monthly Town Council Meeting format that will be based on a communications-information model, including the use of Internet-based reports, information and agendas. In general, Mayor and Council will strive to limit monthly meetings to no longer than 90 minutes and, whenever possible, all relevant documentation will be provided to the public in electronic format and in key public venues, prior to the monthly meeting.

Goal 6.3: The Town of Sackville will develop a clear communications policy and designated Communications Officer, with specific requirements to maintain and enhance communications within and outside of the Town Council and administrative offices. Working with all elected and staff members of the Town government, the Communications Office will provide overall

coordination of the flow of information within and outside of the Town offices and committees, including the overall communications and reporting on the Strategic Plan and related departmental communications needs. The Communications Officer will act as the chief media contact for the Town of Sackville, in coordination with the Mayor and the CAO.