



MINUTES

CITY OF MERRITT

COMMITTEE OF THE WHOLE

Tuesday, October 29, 2019
6:00 P.M.
COUNCIL CHAMBERS, CITY HALL
2185 Voght Street
Merritt, B.C

PRESENT:

- Mayor L. Brown**
- Councillor M. Bhangu**
- Councillor K. Christopherson**
- Councillor A. Etchart**
- Councillor T. Fehr**
- Councillor T. Luck**
- Councillor M. White** (*Left the meeting at 6:14PM*)

IN ATTENDANCE:

- Mr. S. Hildebrand, Chief Administrative Officer**
- Mr. S. Smith, Director of Corporate Services**
- Ms. S. Thiessen, Director of Finance & IT**
- Mr. W. George, Tourism & Economic Development Manager**

1. CALL TO ORDER

1.1 Call to Order

Mayor Brown called the meeting to order at 6:00pm

2. ADOPTION OF MINUTES

2.1 Committee of the Whole Meeting Minutes - October 16, 2019

THAT the Minutes of the Committee of the Whole Meeting held on October 16, 2019 be adopted.

Moved, Seconded, CARRIED

3. **GENERAL MATTERS - Delegations and Recognitions**

4. **UNFINISHED BUSINESS**

5. **NEW BUSINESS**

5.1 **Communications and Marketing Presentation - Will George**

Mr. George will present to Council regarding the systems in place for communication and marketing, as well as provide recommendations for how the City can improve these systems.

Mr. George presented to Council, showing examples of print and video advertising. Mr. George demonstrated how Hootsuite is used to manage social media content, and showed a live example of how posts are created using this tool. Mr. George discussed that next steps involve the development of a Communications plan and branding discussions.

Council had a discussion regarding plans to update the website.

6. **TERMINATION OF MEETING**

The Mayor declared the meeting ended at 7:05pm

Corporate Officer

Sean Smith

Certified correct in accordance with Section 124(2) (c) of the Community Charter

Confirmed on the ____ day of ____, 20____

Mayor

Linda Brown