

## **Communication Report for AGM April 26, 2018**

Submitted by Kathy McCauley, Corporate Officer

Communication has continued to be a priority for the Improvement District in 2017-18. Communication is delivered regularly through website, monthly community newsletter, monthly WLLID electronic newsletter, post office, and public notices on community bulletin boards. Anyone who wishes to attend regular board meetings is welcome, although we do ask that if anyone wishes to address the board, they let us know ahead of time.

### **Website**

The website is the place where all our public files are stored, including minutes and reports, and they are available for download at any time. Upcoming meetings and events, along with any schedule changes, are posted here and everything is updated regularly. We receive over 100 unique visitors and 500 page views weekly.

### **Electronic Newsletter**

An electronic newsletter is sent monthly to over 180 subscribers. Stats tell us that it is opened by between 50-60% of the subscribers, which is about 13% higher than the industry average.

### **Buzz, Community Newsletter**

The Buzz is published 10 times/year and distributed online and in print, available for pick up at the local post office. The Improvement District submits a regular column with the latest news about their activities, and notices of upcoming meetings and events.

### **Public Bulletin Boards**

Notices of events, such as board meetings, annual general meeting, and special events are posted on at least 2 community bulletin boards (post office and store) well in advance.

### **Email and Snailmail**

Our contact information, both email and post, is included on all correspondence, both printed and electronic. Email is monitored several times/day and the post office box is checked several times/week. All mail is responded to in a timely manner.

### **Other**

We adhere to Ministry rules and our meetings procedures policy, which states that notices of Annual General Meetings must be published in a local newspaper at least 14 days in advance, and that other meeting notices must be publicly posted at least 7 days in advance. Usually, more notice is given than required.