

Portfolio: Public Communication & Reporting

Background

Historically the Hagensborg Waterworks District has relied occasional newsletters, and public meetings to inform the community.

Former Trustees had undertaken to prepare for and conduct reporting for newsletters and public meetings. The newsletters were expensive to prepare, requiring a great deal of staff time to edit, publish and mail. Public meetings were usually poorly attended.

In 2015 the Trustees authorized the creation of a website to increase accountability and transparency, while reducing administration and related costs. Feedback on the performance of the website is very positive with frequent requests and suggestions for additional documents to be added.

Section 740.1 the *Local Government Act* allows a board of trustees to appoint a Select or Standing Committee by resolution. Standing Committees, also known as Working Groups, may be established for matters which are ongoing. In identifying a need, the Trustees will appoint one of their members to chair the Standing Committee. The “portfolio” is an ongoing position.

Trustees approved the formal creation of a Public Communication & Reporting Portfolio to allow further communication with the community that falls outside the scope of the website and Annual General Meetings when needed, with minimal administration costs.

Roles & Responsibilities:

As holder of this portfolio, the primary role of the trustee is to draft updates commissioned by the trustees on decisions made that impact the public.

Additionally, surveys may be conducted and feedback gathered, and accurate reporting compiled, empowering the community and increasing community involvement in decisions for moving forward on special projects such as the Asset Management Plan and compliance to government regulations.

The district officers may be asked to provide information necessary to ensure accuracy of the content. The CAO will ensure the content is released bearing district branding, and meeting local government standards.

In every case, the content will provide support for and elaborate on the public minutes, reflect the position of the board as a whole, and be in compliance with all financial documents provided, government Act's & Regulations, and be consistent with best practices of Improvement District and governance of local government.

Procedure

Identifying information – At a regular or extra ordinary board meeting Trustees may identify the need for further information to be broadcast to the community, or data needed to provide direction from the community for special projects.

Creating Content – The trustee will draft the content or report referencing the meeting date and any documents provided for the information including but not limited to financial reports, engineers report, accountants report, legal publications, and/or government official's communication.

- Newsletters - If the content of the communication is a Newsletter, the CAO will insert the content into the District's letterhead.

- Press Releases - If the communication is a Press Release, the CAO will ensure the content is drafted in the appropriate format representing the District and trustees, including the District's letterhead.
- General/Public meetings - If the communication is for a public meeting the CAO will format the content as speaking points. The CAO may be asked to create a PowerPoint presentation to support the speaking points including any images, charts, graphs, and quotes that the CAO and/or the CFO and Trustees deem necessary to ensure the information is provided in a visually informative way supporting the speaking points. If a handout is needed, the trustee will draft the content. The CAO will format with appropriate branding for the District and local government.
- Survey's – If the communication is a Survey, content will include a brief introduction and no more than five questions, this being the recommended amount for maximum response.

Approval – The trustee will send the draft reports, newsletters, Press Releases, and/or Survey questions to the CAO for editing and fact checking to ensure the information is compliant with legal requirements including but not limited to

- the Freedom of Information and Protection of Privacy Act,
- the Local Government Act,
- the Improvement District Manual,
- and consistent with historical decisions including those recorded in the minutes of the meeting.

If necessary, the CAO may provide the content to the CFO to ensure any financial reporting is accurate based on his records.

Once the CAO, and if needed the CFO, have confirmed the Draft is accurate and is formatted for the appropriate media with applicable branding the CAO will circulate the content to the board via email for feedback and possible edits.

To ensure the content does not become stale dated, the CAO, CFO and Trustees agree to provide responses within 48 hours of receipt. No response will be deemed an approval of the content.

Publication – The approved content will be released for publication as appropriate.

- Newsletters – Digital copies will be emailed to the community email data base. Printed copies will be mailed to all community members in the data base that have not provided an email address.
- Press Releases - If the communication is a Press Release, the CAO will provide a copy to the local community newspaper, the regional newspaper and if directed, any online newspaper identified as serving the tax base.
- General/Public meetings - If the communication is for a public meeting the CAO will provide two printed copies of the speaking points, one for the presenter and one for the person appointed to manage the PowerPoint. If handouts are needed, the CAO will cause to have printed an appropriate number needed as identified by the Chair and Trustees.
- Survey's – If the communication is a Survey the CAO will insert the questions in appropriate software such as Survey Monkey, upload it to the website with appropriate links and notices,

and email it to the district's email data base. The trustees may, from time to time, authorize additional notification process deemed necessary for the information needed.

Records/Reporting

The trustees will keep a work log of all time spent including time for logging and creating communications/report, and provide the work log to the CFO at month end.

The Trustee will provide a written and/or verbal report to the board at each board meeting.

Budgets/Resources

No budget has been identified for this portfolio for 2016.

An hourly value of \$45 will be applied to trustee time for calculating In-Kind. There is no limit to the number of hours a trustee may spend on the Portfolio work.