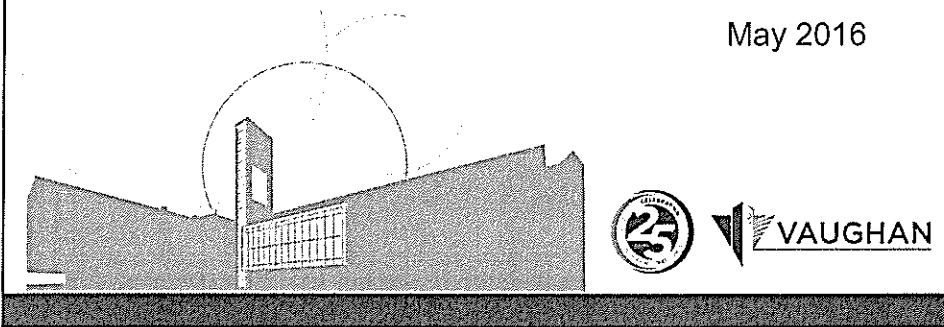


May 25, 2016  
Item 4

## **Pierre Berton Heritage Centre Communications**

May 2016



### **Agenda**

- Public meeting
- Community consultation and feedback
- How we can help
- Communication tactics
- Questions



## Community consultation

- A public information meeting is being planned for September
- Residents will learn more about the Pierre Berton Heritage Centre, the exhibit and the plans for the church renovation project



## Community engagement

There are many benefits to community engagement –

- Allow the community to provide meaningful input and offer solutions
- Obtain feedback to test ideas or concepts
- Create opportunities to enter into a dialogue to explore plans, concerns and expectations
- Incorporate community vision



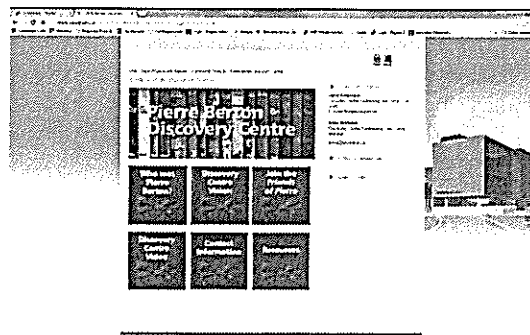
## Communication tactics

- Website
- Social media
- eNewsletters (City and Councillor)
- City blog
- Digital signs
- Vaughan TV
- Posters in City facilities
- Media outreach



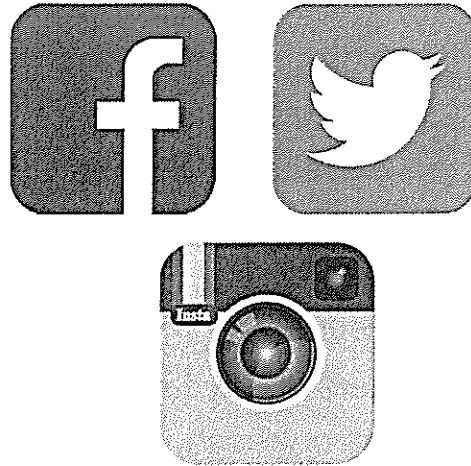
## Website

### Pierre Berton webpages



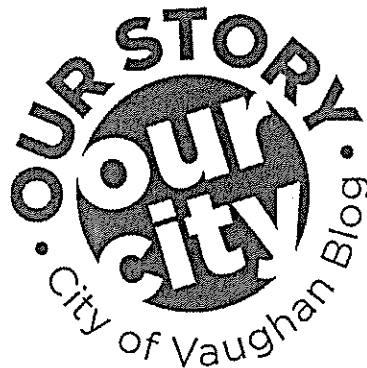
## Social media

- Social media
  - Facebook
  - Twitter
  - Instagram
  - Blog



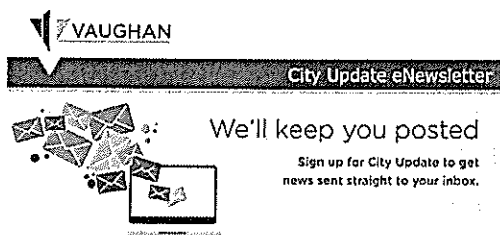
## City Blog

- The City Blog provides a way to tell a longer story about a project



## City Update eNewsletter

- City Update contains updates about new programs and initiatives, as well as upcoming events and news



## Digital Signs

- City has 10 digital signs
- Broadcast City-based information about upcoming public meetings or workshops



## Communicating the Pierre Berton Heritage Centre

- Ensure Vaughan residents are informed about the plans for the Pierre Berton Heritage Centre
- Use a mix of communications channels
  - Online
  - Social media
  - City blog
  - eNewsletter
  - Digital signs



## Questions or comments?

