



Subject: Recommendation on Annandale House and Parks, Culture and Recreation Social Media

Report Number: CS 24-017

Committee Name: Museum, Culture, Heritage & Special Awards Advisory Committee

Submitted by: Hillary Miller, Records and Legislative Coordinator

Meeting Type: Council Meeting

Meeting Date: Monday, March 11, 2024

RECOMMENDATION

- A. THAT report titled Recommendation on Annandale House and Parks, Culture and Recreation Facebook Pages be received as information; and
- B. THAT Council approve the recommendation of the Museum, Culture, Heritage and Special Awards Advisory Committee as follows:

THAT the Museum, Culture, Heritage and Special Awards Advisory Committee recommend that

A. THAT the Museum, Culture, Heritage and Special Awards Committee recommend to Council that the Annandale National Historic Site maintain their own Facebook page and that the Committee supports the creation of a Parks and Recreation page.

B. AND THAT staff at the Annandale National Historic Site remain active and involved in the creation of content for their own page.

BACKGROUND

The Museum, Culture, Heritage and Special Awards Advisory Committee supports the recommendation to establish social media pages for the Recreation, Culture and Parks Department and the Annandale National Historic Site (NHS) that are independent of the Town of Tillsonburg's official Facebook page.

At their meeting on January 17, 2024, the following support resolution was passed:

7.1 Recreation and Sports Advisory committee recommendation - RCP24-008 Resolution # 6

Moved By: Joan Weston

Seconded By: Rosemary Dean

- A. THAT report titled RCP 24-008 Recreation & Sports Advisory committee recommendation be received as information; and

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B. THAT feedback and any recommendations from the Museum, Culture, Heritage and Special Awards Committee recommend to Council that the Annandale National Historic Site maintain their own Facebook page and that the Committee supports the creation of a Parks and Recreation page.

C. AND THAT staff at the Annandale National Historic Site remain active and involved in the creation of content for their own page.

DISCUSSION

A recommendation was brought to the November 27, 2023 meeting of Council to consider an independent social media page for both the Recreation, Culture and Parks Department and the Annandale NHS. Council recommended that it be referred to the Museum, Culture, Heritage and Special Advisory Awards Committee for their input:

RCP 23-32 Recreation and Sports Advisory Committee Report

Resolution # 2023-558

Moved By: Deputy Mayor Beres

Seconded By: Councillor Luciani

A. THAT report titled "Recreation & Sports Advisory Committee Report to Council" be received as information, and

B. THAT Council approves the recommendations of the Recreation and Sports Advisory Committee as follows:

A. THAT the Recreation & Sports Advisory Committee recommend that the communications/social media report be received by Council, and

B. THAT the Recreation & Sports Advisory committee recommendation that Council implement Option 2 as outlined in the report be referred to the Museum, Culture, Heritage and Special Awards Committee; and

C. THAT a subcommittee be created to review scoring matrix for the Hall of Fame nominations consisting of Andrew Gradish, Taylor Campbell, Chris Parker, Susie Wray and Scott Gooding.

At their meeting on January 17, 2024, the Museum, Culture, Heritage and Special Awards Advisory Committee received three reports regarding the recommendation for independent social media pages. The Committee supported the recommendation from the Recreation and Sports Advisory Committee to have two separate social media pages; one for the Recreation, Culture and Parks Department and one for the

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Annandale NHS. The Committee supported Option 2 as presented by the Recreation and Sports Advisory Committee:

Option 2:

Create a social media page for the Recreation, Culture & Parks (RCP) department. This page would be managed by the RCP management team with staff appointed as moderators. The page would encompass the sharing of all Recreation, Culture and Parks information to the public. As a separate Facebook page for Annandale NHS already exists, this page would be amalgamated to create one Recreation, Culture & Parks page that disseminates all department information to the public.

CONSULTATION

Andrea Greenway – Interim Director of Recreation, Culture and Parks

FINANCIAL IMPACT/FUNDING SOURCE

There would be costs in the staff time to create and maintain the pages, training staff on social media etiquette, content creation, rules on content subject to privacy legislation, forum moderation, etc. Costs dependent on number of staff involved and if training is provided externally.

CORPORATE GOALS

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Goal – The Town of Tillsonburg will strive for excellence and accountability in government, providing effective and efficient services, information, and opportunities to shape municipal initiatives.

Strategic Direction – Increase opportunities and promotion for public engagement in municipal initiatives; Engage community groups, including advisory committees and service organizations, in shaping municipal initiatives.

Priority Project – N/A

ATTACHMENTS

Appendix A – RCP 24-008 Recreation and Sports Advisory Committee
Recommendation

Appendix B – RCP 23-32 Recreation and Sports Advisory Committee Report

Appendix C – RCP Communication