

DATE: September 13 2023

TO: MAYOR AND COUNCIL

NAME AND TITLE: WALTER BABICZ, CITY MANAGER

SUBJECT: Options for Advertising Council Committee Volunteer Recruitment Opportunities

ATTACHMENTS: None

RECOMMENDATION:

That Council DIRECTS Administration to utilize Option 1, Option 2 or Option 3, for advertising future internal/external committee recruitment opportunities as described in the report dated September 13, 2023 from the City Manager titled “Options for Advertising Council Committee Volunteer Recruitment Opportunities.”

PURPOSE:

At the August 16, 2023 regular Council meeting, Council directed Administration to return a report to Council with options for advertising future council committee recruitment opportunities.

DISCUSSION/BACKGROUND:

The City promotes recruitment opportunities for internal council committees and external committees to which the City of Prince George is invited to appoint public members to one or more seats. Advertisements for available committee recruitments includes information regarding the committee’s mandate, anticipated volunteer time commitment, and application information such as the application submission deadline and how to access the application form.

With the exception of the Prince George Public Library Board whose invitation for applications for membership must include a publication of notice in a newspaper in accordance with the *Library Act*, there is no legislation stipulating the advertising requirements for other committees.

Currently, volunteer recruitment opportunities are publicized on the City’s website (princegeorge.ca), through the City’s email subscription service, on the City’s social media pages, and on the public notice board in the 1st floor foyer of City Hall.

At Council’s request, the following options for publicizing recruitment opportunities for internal Council committees and external committees are presented for Council’s further consideration:

Option 1

Continue to publish these advertisements on the City’s website (princegeorge.ca), through the City’s email subscription service, on the City’s social media pages, and on the public notice board in the 1st floor foyer of City Hall.

Option 2

In addition to Option 1 above, publish one advertisement in a local newspaper.

Option 3

In addition to Option 1 above, publish one advertisement utilizing other local media platforms with consideration given to television, radio, print newspaper, and digital platforms (i.e.: digital billboards and news publications). If Council considers this option, administration requests specific direction on the advertising platforms administration is to use, to allow for budget planning.

Option 2 and Option 3 have budget implications that are not factored into the 2023 legislative services division advertising budget. Therefore, if Option 2 or Option 3 is selected, utilization of those methods would not occur until January 1, 2024 and administration will include a budget increase in the 2024 operating budget to account for the multiple recruitment campaigns scheduled in 2024.

SUMMARY AND CONCLUSION:

As directed by Council, this report presents options for Council's consideration to advertise committee recruitment opportunities.

PREPARED BY: Leslie Kellett, Deputy Corporate Officer

RESPECTFULLY SUBMITTED:

Walter Babicz

Meeting Date: 2023-09-25