



# NOTICE OF MOTION

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Date: May 19, 2025  
To: Mayor and Council  
From: Councillor Klassen and Councillor Skakun  
Subject: Reinstating Public Notice Advertising in the Prince George Citizen  
Attachments: None

The date for this motion to be considered is the June 9, 2025 regular council meeting.

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## Recommendation:

WHEREAS Section 94.1 of the Community Charter mandates that public notices be published in a local newspaper, such as the Prince George Citizen, the City's paper of record, unless no local paper exists, which does not apply to Prince George;

WHEREAS Council's recent resolution prioritizes local, provincial, and Canadian advertising sources over American platforms like Meta, supporting the wholly locally owned Prince George Citizen and the regional economy;

WHEREAS the City's shift to Meta, city websites, and email subscriptions for public notices limits access for residents without digital platforms, countering the Community Charter's intent for equitable access and risking non-compliance;

WHEREAS the Prince George Citizen's investigative journalism has driven transparency reforms, such as enhanced capital project oversight and whistleblower policies;

WHEREAS the Prince George Citizen maintains comprehensive archives, serving as the primary research source for councillors, staff, and residents seeking historical and current city information, far more accessible than the City's website, library, or UNBC resources, and the loss of this continuing, updated archive would be a significant detriment to the community;

WHEREAS reinstating advertising in the Citizen aligns with Council's commitment to transparency, accountability, community engagement, and preserving civic history;

THEREFORE BE IT RESOLVED THAT the Council of the City of Prince George directs the Chief Administrative Officer to:

1. Reinstatement public notice advertising in the Prince George Citizen for all notices required under Section 94.1 of the Community Charter, effective Q1 2026, with a budget of up to \$100,000 annually, funded from the 2026 communications budget.

2. Reduce advertising on American platforms like Meta by 50% by Q2 2026, redirecting funds to the Citizen and other Canadian media, in line with Council's resolution.
3. Publish a transparency report by Q3 2026, detailing advertising expenditures by platform (e.g., Citizen, Meta, city website) and public notice reach (e.g., print vs. digital metrics), to be shared on the City's website and in the 2026 Annual Report.
4. Engage residents via a Q1 2026 town hall to explain the return to Citizen advertising, highlighting its archival value and gathering feedback on notice accessibility.

BE IT FURTHER RESOLVED THAT quarterly updates on advertising compliance, costs, and archival access be provided to Council, starting Q2 2026, to ensure accountability.

### Strategic Priorities:

Reinstating public notice advertising in the Prince George Citizen, effective Q1 2026, with a \$100,000 budget, aligns with the 2023-2026 Strategic Plan's priorities and values, advancing our vision of a vibrant, inclusive community with a strong economy.

- Community Engagement: The Q1 2026 town hall to explain the Citizen's role and gather feedback supports the plan's priority to "engage the community in exploring expectations, needs, and priorities" through two-way engagement, ensuring resident input shapes governance.
- Transparency and Accountability: The Q3 2026 transparency report on advertising expenditures and reach, shared in the 2026 Annual Report, and quarterly Council updates align with "strengthening governance and transparency" through public reporting, upholding Accountability and Transparency values.
- Inclusivity and Integrity: Citizen advertising ensures equitable access for all residents, supporting Inclusivity, while its archives preserve civic history, aligning with Integrity.

This cost-effective initiative, reinforces our commitment to an engaged, transparent, and prosperous Prince George.

### Financial Considerations:

\$100,000 Communications budget

### Discussion:

To reinstate Prince George Citizen public notices is essential to meet for 2023-2026 Strategic Plan priorities and Community Charter Section 94.1 compliance. Funded from 2026 communications, it ensures equitable access for non-digital residents, aligning with inclusivity and engagement goals. The Citizen's journalism and archives drive transparency and preserve civic history, supporting accountability. Supporting local media bolsters our economy and Civic Pride. This cost-effective move strengthens council authority. I urge your support.

Respectfully submitted,



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Councillor Klassen



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Councillor Skakun