



City of
Peterborough

To: Members of the Peterborough Architectural Conservation Advisory Committee

From: Jennifer Guerin, Heritage Programs Coordinator

Meeting Date: June 6, 2023

Subject: Communication and Engagement Plan, Report PACAC23-013

Purpose

A report to recommend that the PACAC approve the draft Communication and Engagement Plan.

Recommendations

That the Peterborough Architectural Conservation Advisory Committee approves the recommendations outlined in Report PACAC23-013, dated June 6, 2023, of the Heritage Programs Coordinator, as follows:

- a) That the draft Communication and Engagement Plan and associated budget to promote cultural heritage awareness be approved, and;
- b) That the committee provide feedback and comments to be incorporated in the Plan.

Budget and Financial Implications

The budget for the plan in 2023 is proposed at \$1,000. An allocation of \$2,750 has been provided for the Committee's special projects for 2023, which also includes the House Heritage Workshop at \$2,000. The Communications Department at the City has committed \$500 plus some graphic design support. PACAC's contribution would be \$500. If additional funds are required to support this project, they will be drawn from other PACAC accounts such as advertising and publicity, office supplies, training, and development.

Background

The PACAC's Strategic Plan identified one of its main objectives as increasing public trust and awareness of the mandate, role, effectiveness, and activities of the PACAC. A Communications and Engagement Sub-Committee has been struck and has begun to scope and organize a strategic direction to meet the committee's objectives.

The sub-committee has been working with the City's Communications Department and HPO Staff to develop messaging priorities and a draft Communication and Engagement Plan, which is attached to this report.

Submitted by,

Jennifer Guerin
Heritage Programs Coordinator

Contact Name:

Jennifer Guerin
Heritage Programs Coordinator
Phone: 705-742-7777 Ext. 1491
Toll Free: 1-855-738-3755
E-Mail: jguerin@peterborough.ca

Attachment: Appendix A – Draft Communication and Engagement Plan