

**COMMITTEE-OF-THE-WHOLE MEETING NOTES  
MONDAY, FEBRUARY 26, 2018  
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Present: Mayor B. Young, Councillors B. Beckett, G. Finstad, B. Hamilton, L. Hansen, T. Lazowski and L. Tillack

Also Present: P. Benedetto, City Manager and S. Davis, City Clerk

Mayor B. Young called the meeting to order at 5:08 pm.

**I. APPROVAL OF AGENDA**

**MOVED** by Councillor L. Hansen that the Committee approve the agenda as presented.

Motion Carried Unanimously

**II. ADOPTION OF PREVIOUS NOTES**

There were no previous notes to approve.

**III. DELEGATIONS & PRESENTATIONS**

There were no delegations or presentations.

**IV. BUSINESS ARISING FROM PRESENTATIONS**

**V. IN-CAMERA ITEMS**

**MOVED** by Councillor B. Beckett that the Committee-of-the-Whole move In-Camera at 6:01 pm to discuss:

- a) TELUS Fibre to the Premise  
*FOIP s. 16, 24 & 25*
- b) Airport Accord Oversight Committee  
*FOIP s. 21, 24 & 25*

Motion Carried Unanimously

**MOVED** by Councillor G. Finstad that the Committee-of-the-Whole move In-Public at 6:55 pm.

Motion Carried Unanimously

**VI. RISE AND REPORT FROM IN-CAMERA ITEMS**

- a) **TELUS Fibre to the Premise**  
*FOIP s. 16, 24 & 25*

S. Olson, Director, Engineering, made a PowerPoint presentation (Attached), which briefed the Committee on the content of the agreement with TELUS.

S. Olson, P. Benedetto, City Manager, and Mayor B. Young answered the Committee's questions.

The Committee was supportive of Administration executing the agreement.

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**b) Airport Accord Oversight Committee**

*FOIP s. 21, 24 & 25*

M. Pieters, General Manager, Infrastructure and Planning, made a PowerPoint presentation (Attached).

M. Pieters, Mayor B. Young, P. Benedetto, City Manager, and I. Sasyniuk, General Manager, Corporate Services, answered the Committee's questions.

**VII. REPORTS FROM COMMITTEE & ADMINISTRATION**

**a) School Site Rationalization**

A. Renneberg, Current Planner II, made a presentation on the work being carried with both St. Thomas Aquinas Roman Catholic School Division and Black Gold Regional School Division relative to strategies for school site determination.

A. Renneberg, M. Pieters, General Manager, Infrastructure and Planning, and P. Benedetto, City Manager, answered the Committee's questions.

**b) Communications Strategy - Cannabis**

N. Booth, Manager, Communications and Marketing Services, and P. Benedetto, City Manager, made a PowerPoint presentation (Attached) on the 2018 Communication Strategy for Cannabis, including key messages.

N. Booth, P. Benedetto, S. Losier, Manager, Current Planning, M. Pieters, General Manager, Infrastructure and Planning, and D. Melvie, General Manager, Community and Protective Services, answered the Committee's questions.

Administration will share generic key messages with the Downtown Business Association, Leduc/Nisku Economic Development Association and the Leduc Regional Chamber of Commerce.

**c) Leduc Arts Foundry Update ("Arts Foundry")**

D. Melvie, General Manager, Community and Protective Services, made a presentation concerning the Arts Foundry's request for a Council member to be on the Board. An Administrative Liaison currently works with the Board.

Committee members agreed that, at this time, there is no need for a Council member to be appointed to the Arts Foundry Board. A request will be put forward to the Parks, Recreation and Culture Board to nominate a member to be on the Arts Foundry Board.

**VIII. INFORMATION ITEMS**

There were no information items.

CONFIRMED



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**IX. ADJOURNMENT**

The meeting adjourned at 6:58 pm.

"Original Signed"

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B. Young  
MAYOR

"Original Signed"

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S. Davis  
CITY CLERK

# **ADOPTION OF PREVIOUS NOTES**

Notes of the Committee-of-the-Whole Meeting  
– February 26, 2018

\* VI.a. TELUS Fibre to the Premise

Attachment Removed Pursuant to Sections 16, 24 & 25 of the FOIP Act.

\* VI.b. Airport Accord Oversight Committee

Attachment Removed Pursuant to Sections 21, 24 & 25 of the FOIP Act.

# Cannabis Communications Plan

[www.leduc.ca](http://www.leduc.ca)



## Plan Content

- Purpose
- Background
- SWOT analysis
- Goals and objectives
- Spokesperson
- Audience
- Key messages
- Supporting strategies
- Evaluation
- Tactics

## Timeline – Social Media

- Cannabis Public Use Survey – ends on March 2
- Survey results – March 12
- While we don't want a gap in communication – it also needs to be of interest
- Proposing:
  - March 3 – Social media post on Twitter and Facebook thanking residents for taking part and providing next steps
  - March 5-12 – Did you know posts related to Cannabis information – opportunity to provide education
  - March 13 – Provide an update from Council COW on social media accounts, as well as next steps
  - March 14-April 14 – Create two social media posts/week related to what we heard from the surveys and direct them to Leduc.ca/cannabis for more info.
  - April – Post about public hearing – reminder to attend and process
  - Night of public hearing – live Tweet
  - We will post a summary on Facebook the following day and provide next steps.
  - May 1 – July 1 – create social media posts and update the website to reflect information coming from the Federal and Provincial governments, our new Land-Use Bylaw, information on economic development, educational information related to Cannabis in Leduc re: public consumption.

## Other Tactics

- Interviews with The Rep and The One – March 16 paper
- Determine if we need an Open House prior to the Public Hearing
  - Based on the survey results, this would allow for conversation to be had with residents
  - Challenges: don't want to impede the Public Hearing process
- Information materials – factsheets or brochure – that outlines new land-use bylaw and information on where people can consume cannabis
  - Content would be the same as on the website.
  - Placed in locations for youth and adults 18+ can access it
- Determine if we can do a presentation at a Chamber Luncheon that outlines what the City is doing.
  - People will hear information at State of the Region as well.
- Key Messages developed for Council



## Key Messages - Council

- The first set of key messages will come to Council March 3
  - This will highlight the number of participants for each survey
  - Thank residents for taking time to fill in survey
  - Next steps
- Updated key messages will be provided on March 13
  - Highlight discussion in COW on March 12
  - Information about Public Hearing and any other public engagement
  - Next steps
- Updated key messages will be provided after public hearing
  - Number of people that attended
  - Council has heard from residents through several channels, etc
  - Next steps
- Update key messages will continue through to legalization date

## Goals

- We want to ensure that residents and business community, whether they are supportive of legalization or not, understand what work the City is doing to prepare.
- Provide residents and business community with information about what outlets there are to share their thoughts and opinions now that surveys are closed.
- Build trust with residents and business community so they have confidence that we are working diligently on cannabis legalization and have the best interests of the community in mind.
- Leave residents and business community with the impression that we are focused on continuing to have a safe and vibrant community to live, work and play in.
- Ensure that residents and business community understand the important role that the federal and provincial governments play in cannabis legalization.
- Educate and inform residents about cannabis legalization.

## Questions