

Corporation of the Town of Hawkesbury

Recommendation to Council

N° 2019_REC_40

File N°:

Date of meeting: May 27, 2019

Subject: Communication Program

Recommendation

Whereas the Municipality wishes to increase its profile and;

Whereas the Municipal Council pointed out that it hoped to improve its internal and external communications;

Be it resolved that Municipal Council award a \$44,500 contract to the Hawkmyer firm for its video report service for our community, as recommended in document 2019_REC_40.

Explanation, history, context

Our new communication coordinator will start working within the next few weeks.

During our selection process, we received a proposal for a communication program from a local firm. The said proposal included productions of video, video report, promotional coverage and publications for social media. Also, the proposal included time allowed for certain duties that a communication coordinator would perform, in the event that the Municipality could not recruit a coordinator.

In order to review the proposal, I met with the owner of the Hawkmyer firm. His team consists of local people. I was impressed by their passion and their desire to promote our community. They are committed to the town of Hawkesbury and wish to get involved in the community. In my opinion, their promotional proposal would lend a helping hand to the new coordinator and would provide a good opportunity to increase our visibility.

I am enclosing the modified proposition that shows the proposed services.
The coordinator's work will begin next June and the savings in the tourism budget will cover the cost of the Hawkmyer's proposal.

Options/alternatives

refuse Hawkmyer's proposition

Impact on budget

none

Relevant studies

none

Supporting document

Hawkmyer proposition

Department(s) involved

administration

Submitted and recommended by

Daniel Gatién, Chief Administrative Officer
May 27, 2019

Comments of the Chief Administrative Officer

none

