



CITY OF
Lethbridge

Minutes

Advocacy Advisory Committee Meeting Friday, January 28, 2022 Council Chamber

Members:

Mayor Hyggen (participated remotely)
Deputy Mayor Crowson (participated remotely)
Acting Mayor Dodic (participated remotely)

Support and Resource:

Bonnie Hilford, City Clerk
Craig Dalton, City Manager (participated remotely)
Sandra Dufresne, Intergovernmental and Advocacy Advisor (participated remotely)
Tara Grindle, Communications Manager (participated remotely)

1. Call to Order

Mayor Hyggen called the meeting to order at 9:01 a.m.

2. Adoption of Agenda

Acting Mayor Dodic:

That the Agenda for today's Advocacy Advisory Adhoc Committee meeting be adopted.

CARRIED

3. Minutes

Deputy Mayor Crowson:

That the Minutes of the August 6, 2021 meeting of the Advocacy Advisory Adhoc Committee be adopted as circulated.

CARRIED

4. **Confidential Reports**

Deputy Mayor Crowson moved that Committee now move into Closed session at 9:02 a.m. to discuss confidential matters with respect to items 4.1, 4.2 and 4.3 as per Sections 21 (Disclosure Harmful to Individual or Public Safety), 23 (Local Public Body Confidences) and 24 (Advice from Officials) of the *Freedom of Information and Protection of Privacy Act*.

Carried

- 4.1 Sandra Dufresne, Intergovernmental and Advocacy Advisor
Re: Marketing Materials (Verbal) (FOIP Sections 21, 23 and 24)
- 4.2 Sandra Dufresne, Intergovernmental and Advocacy Advisor
Re: Update on Advocacy Framework, Advocacy Plan and Next Steps (Verbal)
(FOIP Sections 21, 23 and 24)
- 4.3 Sandra Dufresne, Intergovernmental and Advocacy Advisor
Re: Advocacy Items on Council's Action Plan (Verbal) (FOIP Sections 21, 23 and 24)

Acting Mayor Dodic moved that Committee now move out of Closed session at 9:41 a.m. and into Public Meeting.

Carried

Acting Mayor Dodic moved that the Advocacy Advisory Adhoc Committee Closed Session Meeting discussions and presentation relating to:

- 4.2 - Update on Advocacy Framework, Advocacy Plan and Next Steps (Verbal)
- 4.3 - Advocacy Items on Council's Action Plan (Verbal)

remain confidential as per Sections 21 (Disclosure Harmful to Individual or Public Safety), 23 (Local Public Body Confidences) and 24 (Advice from Officials) of the *Freedom of Information and Protection of Privacy Act*;

FURTHER BE IT RESOLVED THAT with regards to item 4.1 - re: Marketing Materials, the Advocacy Advisory Adhoc Committee release the following information:

Work is underway to create a promotional video which will celebrate all that the City of Lethbridge has to offer. With a positive, forward-looking tone, it will champion our new brand and be an advocacy tool and marketing asset. Output Media, a local vendor, will deliver the video this spring.

Carried

5. **Adjournment**

The Chair declared that Committee adjourn at 9:42 a.m.

Carried

Chair

City Clerk or Designate
