

## **Council**

### **Date**

November 22, 2017

### **Time**

**REVISED - Immediately following Budget Committee at 9:00 a.m.**

### **Location**

Council Chamber, 2<sup>nd</sup> Floor Civic Centre  
300 City Centre Drive, Mississauga, ON L5B3C1

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## 7. **DEPUTATIONS**

### 7.2. Communications Master Plan Update

Khaled Iwamura, Chief Editor and Founder, insauga.com to speak regarding an update to the Communications Master Plan.

Information Item 14.1.2.

## 11. **PRESENTATION OF COMMITTEE REPORTS**

11.3. Budget Committee Report 3-2017 dated November 20, 21 and 22, 2017

*(Note: This report will be made available prior to the Council meeting.)*

## 14. **CORRESPONDENCE**

14.1. *Information Items*

14.1.2. Letter dated November 17, 2017 from Councillor Nando Iannicca regarding an update to the Communications Master Plan.



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MISSISSAUGA ON L5B 3C1  
mississauga.ca

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**Khaled Iwamura**  
**Insauga**  
**750-2 Robert Speck Parkway**  
**Mississauga ON**  
**L4Z 1H8**

November 17, 2017

Dear Khaled,

Thank you for taking the time to meet with me and City of Mississauga Communications staff regarding questions I have raised about how to structure the best possible Communications Strategy and the most cost effective manner to achieve this goal.

As staff mentioned during our meeting, and as you will see from the enclosed Memo, our Director of Communications, Ivana Di Millo makes it clear that, "One of the key 2018 key initiatives for the Communications Division is to update its communications Master Plan."

As a follow-up to our meeting, I am pleased to advise that we have followed through and as promised the review will be upon us in the New Year. I also acknowledge that given your expertise and position in the industry you recognize that there are a lot of moving parts to the program and wish to ensure at the outset that the analysis should and will be quite vigorous and of great depth and breadth given all the platforms involved in modern day communications. Should you wish to provide your thoughts on the matter please contact our Clerk's Office to arrange for a deputation at Council.

Best personal regards,

Nando Iannicca  
Councillor, Ward 7

Cc: Ivana Di Millo

Attachment

**Janet Majchrowicz**

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**From:** Ivana Di Millo  
**Sent:** 2017/11/10 5:29 PM  
**To:** MC  
**Cc:** LT; David Ferreira; Wanda Day  
**Subject:** REVIEW: 2018 Communications Master Plan

Good afternoon Mayor and Members of Council,

One of the key 2018 initiatives for the Communications Division is to update its Communications Master Plan. First endorsed in 2012, the two-way communications mandate set out in the Master Plan continues to be supported by our multi-channel, digital, data-driven research approach to informing, engaging and celebrating local government with the citizens.

This award-winning plan will continue to serve as a municipal model on how best to support two-way communications between the City of Mississauga and its citizens. The plan will also demonstrate the City's commitment to engaging with our residents, businesses, employees and key stakeholders with communications that are integrated and aligned and most importantly, customer-centric, reaching residents where, when and how they prefer.

As part of the research phase of the Communications Master Plan update, Communications will be meeting with internal and external stakeholders to collect their feedback and insights to inform this next iteration. As key stakeholders, we will be engaging with Mayor and Council to inform our recommendations and implementation plan for the next 4 years.

A series of group sessions, approximately one and a half hours in length, will be held during December and early January. A Communications representative will be reaching out to you soon to schedule. If you are not able to make a session, please let me know and we can find time to meet 1:1.

We are excited to work with you on this project and we thank you in advance for your time and participation.

Kind regards,

Ivana

**Ivana Di Millo**

Director, Communications  
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City of Mississauga | Corporate Services Department,  
Communications Division



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