



Agenda Item Report

Meeting Type: Community Development Authority

Meeting Date: January 19, 2026

Item Title: Discuss media tools to communicate CDA activities

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

At the previous CDA meeting, there was brief discussion about how to promote development and CDA activities. There was a suggestion of filming the CDA meetings. The City regularly uses its website and official Facebook page to share information.

Analytics suggest that filming meetings isn't the best way to promote anything as filmed meetings haven't been large drivers of reach or engagement. Meetings are recorded and linked to the City website and generally receive an average of 161 views per month. The meetings generating the highest viewership are Committee of the Whole and Council meetings. The City website homepage features around 2,330 views per month and the City's Facebook page has been averaging 71,770 views per month. The webpage that features the most recent City meetings averages 124 views per month.

Staff would recommend including CDA achievements, projects, etc. to be included in the officers' report during Council meetings. Additionally, utilizing the existing website and Facebook page should be done.

List all Supporting Documentation Attached:

Actions Requested of the CDA:

Give staff direction for promoting CDA activities and City development

Strategic Plan Objective: