



# BOARD REPORT

**TO:** Chair and Directors

**File No:** 1470 02

**SUBJECT:** Annual Report 2018

**DESCRIPTION:** Report from Charles Hamilton, Chief Administrative Officer, dated April 5, 2019.

**RECOMMENDATION:** THAT: the Board receive the Columbia Shuswap Regional District's Annual Report 2018 for information, this 18<sup>th</sup> day of April, 2019.

## SHORT SUMMARY:

The Annual Report 2018 is a comprehensive overview of the CSR's services, financial data, programs and projects. It provides a one-stop reference point for our constituents, Board Directors, staff, volunteer and community stakeholders throughout the region.

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<b>VOTING:</b>	Unweighted Corporate	<input checked="" type="checkbox"/>	LGA Part 14 (Unweighted)	<input type="checkbox"/>	Weighted Corporate	<input type="checkbox"/>	Stakeholder (Weighted)	<input type="checkbox"/>
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## BACKGROUND:

An annual report is beneficial because:

- It is a chance to promote our accomplishments and better inform our residents of the types of programs and services we deliver on a region-wide, sub-regional and local basis;
- It promotes a sense of openness and transparency by accounting for how tax dollars are being spent and what progress has been made on various priority projects;
- It offers a way of acknowledging and appreciating the work of the Board, staff, volunteers, and other stakeholders on whom we rely to provide our services.

We continue to strive to enhance our communications, always looking for ways to improve the accessibility and clarity of the information we provide to the public. These efforts are strengthened by the production of the Annual Report, which receives prominent placement on the CSR's website and our social media channels.

The compilation of the report will also serve as an ongoing resource to assist in disseminating bite-sized, factual information about the CSR on social media throughout the year.

A focus of this year's report is to go a step beyond simply providing statistics or reviewing the progress of projects. It is also part of our ongoing efforts to engage and communicate with the public, by demonstrating that the CSR is made up of people who care about the region and take pride in their work.

## POLICY:

The Columbia Shuswap Regional District's Annual Report 2018 was developed in keeping with the Brand Guidelines that were effective January 2017.

**FINANCIAL:**

Funds for the Annual Report were provided through the General Government budget, as part of the communications function.

**KEY ISSUES/CONCEPTS:**

To promote the programs and services of the CSRD in one place and with an attractive and easy-to-read format. This enhances communication with members of the public, volunteers, community groups and other partners.

**COMMUNICATIONS:**

The Annual Report 2018 will be uploaded to the website and promoted through social media. Due to our commitment to reducing waste and keeping costs down, print copies will only be available upon request. Information from the report will be used to generate a year-long series of social media content to keep the CSRD's social media channels active and engaging for users. It will also be distributed to those subscribers of the eBlast newsletter system offered by the CSRD.

**BOARD'S OPTIONS:**

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

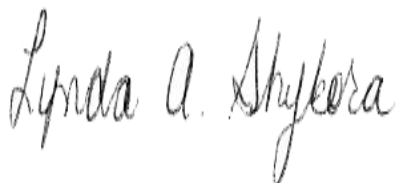
**Report Approval Details**

Document Title:	2019-04-18_Board_CA_AnnualReport.docx
Attachments:	- CSRD-AnnualReview2018-ClickToView page.pdf
Final Approval Date:	Apr 5, 2019

This report and all of its attachments were approved and signed as outlined below:



**Jodi Pierce - Apr 4, 2019 - 4:21 PM**



**Lynda Shykora - Apr 5, 2019 - 8:17 AM**



**Charles Hamilton - Apr 5, 2019 - 11:33 AM**