



BOARD REPORT

TO: Chair and Directors

File No: 1470 02

SUBJECT: 2016 Annual Report

DESCRIPTION: Report from Charles Hamilton, Chief Administrative Officer, dated April 12, 2017.

RECOMMENDATION: THAT: the Board receive the Columbia Shuswap Regional District's 2016 Annual Report for information.

SHORT SUMMARY:

Annual reports are an important means of communication for local governments throughout British Columbia. In December 2015, the CSRD marked its 50th anniversary. In celebrating this milestone, we looked back on the past half century and observed our successes, our failures, and how we have evolved as an organization along the way. Through this process of self-reflection, we identified a need to improve the way in which we communicate with our citizens and tell our story.

Although great progress has been made to improve our overall communication efforts through our website and social media, it was also decided that we should create an annual report.

VOTING:	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:

The reasons for creating an annual report is based on the following:

- It is an opportunity to promote our accomplishments and to better inform our residents on the types of programs and services that we deliver on a region-wide, sub-regional and local basis;
- It offers a way of thanking and acknowledging the work of the Board, staff, volunteers, partners and other stakeholder on whom we rely to deliver our services throughout the region; and
- It promotes a sense of openness and transparency about what we are doing as an organization and allows us to account for the manner in which tax dollars are being spent.

Municipalities in BC produce annual reports as required by the *Community Charter*. With this in mind, I reviewed annual reports from other jurisdictions in order to have a model to help base our annual report on. In keeping with best practices, it was determined that the best format for the annual report was to develop an electronic report. Creating an electronic report allows an opportunity to provide more information which helps meet our objectives. The electronic report format allows for it to be aesthetically pleasing and to expand upon various elements with embedded video and/or hyperlinks which also help the report be more interactive. We've also noticed that visits to our website have increased as has our online presence. This expanded presence in the online forum allows an opportunity for us to have greater, more efficient, distribution with an electronic report.

POLICY:

The Columbia Shuswap Regional District's 2016 Annual Report was developed in keeping with the Brand Guidelines that were implemented in 2015.

FINANCIAL:

There were nominal costs associated with the development of the annual report as it was developed in house by our Webmaster/Communications Technician, in partnership with senior management and administrative personnel.

Funds for advertising the annual report have already been set aside in the 2017 budget. Note that our staff did look into the cost of a full page insert in the Shuswap Market News, Revelstoke Times Review and the Golden Star and noted that, at \$8,800, it is outside of the CSRD's advertising budget for 2017.

KEY ISSUES/CONCEPTS:

As this is our first attempt at creating an annual report, I have no doubt that there will be room for improvement; it is my expectation that we will make refinements and improvements to the document in the coming years. Any feedback would be appreciated and can be directed to communications@csrd.bc.ca.

COMMUNICATIONS:

The annual report has been uploaded to the website and will be promoted through social media after the Board receives the report. The annual report speaks to a wide variety of stakeholders so the report will be distributed via eblast, our newsletter system, to the subscribers of all lists for a total of 3,325 subscribers. The annual report will be circulated to the local media agencies for their reference. The annual report will also be advertised in all of the local newspapers in order to help capture the print media audience. These ads will direct public to the electronic report.

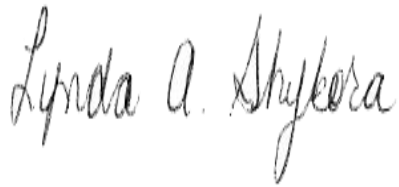
BOARD'S OPTIONS:

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

Report Approval Details

Document Title:	2017-04-20_Board_CA_LATE_Annual Report.docx
Attachments:	- Annual-Report-Cover_2016.pdf
Final Approval Date:	Apr 19, 2017

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



Lynda Shykora - Apr 19, 2017 - 11:23 AM

No Signature - Task assigned to Charles Hamilton was completed by assistant Lynda Shykora

Charles Hamilton - Apr 19, 2017 - 11:26 AM