

Memo



Date: March 8, 2011
File: 0615-20
To: City Manager
From: Women's and Community Advisory Committee
Subject: 2011 Community Forum: Women: Voices for Action!

Report Prepared by: Corine (Cory) Gain, Women's and Community Advisory Committee Liaison

Recommendation:

THAT Council receives, for information, the report from the Women's and Community Advisory Committee dated March 8, 2011, with respect to the 2011 "Women: Voices for Action" Community Forum;

AND THAT Council endorses the distribution of existing Committee budget funding in the amount of \$5,000.00 to the "Women: Voice for Action" Forum as follows:

- | | |
|------------------------|-------------|
| a. Venue and catering: | \$ 4,480.00 |
| b. Advertising | \$ 398.00 |

Purpose: Further to Council Resolution R474/10/05/31 endorsing the Women's and Community Advisory Committee 2010 Work Plan and the conduct of a 2010/11 Community Forum, this report is submitted to Council to gain approval for the proposed agenda and budget allocation.

Background:

The "Women - Voices for Action!" Community Forum has been scheduled to Friday, April 15, 2011 from 8:30 am to 4:00 pm at the Ramada Hotel & Conference Centre, 2170 Harvey Avenue. The goals of the forum are to gather input for recommendations to City Council; provide direction for the Committee's work and to identify barriers for women to participation in the community. The 2011 forum themes are volunteerism, newcomers and leadership. The agenda will take the format of three panel presentations each followed by a break-out session for group discussion and information gathering.

Based on the May 2010 Council resolution a purchase order was issued to permit payment of the venue deposit to the Ramada Lodge Hotel. Unfortunately, the deposit payment was not processed prior to year-end 2010 and now will be payable the 2011 Committee budget. The result is that approximately \$480.00 are now payable from the 2011 budget rather than the 2010 budget.

Commercial sponsorships have been secured for approximately \$1,800.00 to augment the monies available to produce the forum.

Internal Circulation:

Legal/Statutory Authority:

S. 142 of the *Community Charter*

Legal/Statutory Procedural Requirements:

Council Procedure Bylaw No. 9200 and Council Committees Policy No. 285

Financial/Budgetary Considerations:

The current 2011 Committee budget allocation is \$3,000.00 for Advertising; \$1,000.00 for Contract Services and \$1,000.00 for Materials and Supplies (including committee lunches).

Community & Media Relations Comments:

The Community & Media Relations Department has committed to supporting the following activities with the context of Council's approval of the Forum: Assistance with:

- Formatting an e-invite to be distributed by Committee Members;
- Issuance of News Releases and Media Advisories as required;
- Copy and placement of an ad in "City in Action" on the understanding that the committee pays for the advertising space;
- Copy and placement of information on "Highlight on Kelowna.ca" at the appropriate time;
- Dissemination of information through existing social media vehicles; and
- Provision of sponsorship signage to be picked up before and returned after the event by Committee Members.

A completed Marketing & Communications Request form will be submitted to Community & Media Relations approximately four weeks prior to the event as instructed.

Personnel Implications:

Considerations not applicable to this report:

Existing Policy

External Agency/Public Comments

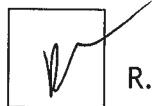
Alternate Recommendation

Submitted by:

C. Gain, Women's and Community Advisory Committee Liaison



Approved for inclusion:



R. Mattiussi, City Manager

cc: Community & Media Relations

Key Messages

Identify what key messages you want to emphasize to Council, residents and the media. This does not become part of the report but should be considered when preparing the report.

The objective of the Committee is to provide information and insight on creating a safer, healthier and more equitable Kelowna, particularly encouraging women's viewpoints on a range of issues that may impact quality of life in these areas. On April 15, 2011 the Committee will host its second community forum entitled, "Women-Voices for Action!".

The goals of the forum are to:

- a) gather input for recommendations to City Council;
- b) provide direction for the Committee's work; and
- c) to identify barriers for women to participation in the community.

The 2011 forum themes are: **volunteerism, newcomers and leadership.**

What: "Women – Voices for Action!" Community Forum

Where: Ramada Hotel & Conference Centre, 2170 Harvey Avenue

When: Friday, April 15, 2011 from 8:30 am to 4:00 pm

Why: Through the forum, the Committee wants to hear from women and the broader community about the barriers to participation in the community while exploring the topics of leadership, volunteerism and diversity.

Marketing Objective: Increased participation over the October 2009 Forum, "Women – Voices for Change" (Approximately 80 participants). The target attendance goal is 120 to 150 attendees. Childcare will be provided on-site by qualified childcare providers as an incentive for participation of women with children.

Primary Audience: Women from throughout the community who are concerned about the issues of barriers to participation, who experience barriers to participation, feel marginalized and/or have a desire to have their voices heard by Council.

Secondary Audience: Supportive men and the broader community.