Town Council Work Session
Agenda Item 2.a.

Agenda Item: **Communication Program Update**

Meeting Date: February 10, 2026

Category: Discussion

Prepared by: Brent Heavner, Chief Communications Officer

Description:
Staff has prepared an overview presentation of the Town's communications program to provide Town Council with an update on recent organizational changes, current capabilities, and the strategic direction of this function.

Background/Timing Impact:
Over the past year, the Town has undergone a period of transition within its communications program, including leadership changes and a broader realignment of responsibilities. Most recently, the Town integrated its Communications and Economic Development functions into a collaborative department focused on coordinated messaging, business engagement, resident outreach, and brand stewardship. This integration is intended to strengthen alignment between how the Town communicates with its community and how it supports economic vitality, customer service, and civic engagement.

As part of this evolution, staff has realigned communication resources to better support town-wide priorities, expanded internal coordination with departments, and added multimedia production capacity to improve the Town's ability to deliver timely, accessible, and engaging content across multiple platforms. In addition, staff has been focused on activating and integrating the town brand across communications, outreach materials, digital platforms, and community engagement efforts. This work is ongoing and is intended to ensure consistency, clarity, and alignment with the Town's values and strategic priorities.

The accompanying presentation provides an overview of these changes, highlights current initiatives, and outlines how the communications program is positioned to continue supporting effective engagement with residents, businesses, and visitors.

Timing Impact:
This informational briefing is being provided to update Town Council on the status and direction of the Town's communication program. Approximately ten months into recent organizational and leadership changes, staff is at an appropriate point to share progress on brand activation efforts and confirm alignment with Council priorities identified in the Strategic Plan. No action is requested.

Strategic Focus Area:
Thriving Community
Good Governance

Fiscal Impact:
There is no fiscal impact associated with this informational briefing. The communications initiatives discussed are being implemented within existing approved budget resources.

Legal Impact:
None.

Staff Recommendation/Next Steps:
This is an informational briefing; no recommendation or guidance requested at this time.

Attachments:
1. Presentation