

AGENDA:

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

3. NEW BUSINESS

3.1 RFD 031-2026 Communications Strategy Version 2 – Communications Coordinator

3.2 RFD 038-2026 Appointment List Update – CAO

3.3 RFD 032-2026 Shade Structure at Pool – CAO

4. IN-CAMERA

4.1 Contractual

5. ADJOURNMENT

REQUEST FOR DECISION
Communications Strategy 2026
RFD#: 031-2026



To: Town Council
From: Gina Pearson, Communications and Events Coordinator
Date: April 20, 2026 and May 4, 2026
Subject: Communications Strategy

Guiding Principles for Decision-Making

Accountability Transparency Diversity Sustainability Engaged Informed

References/Attachments

- Appendix A – Implementation Overview
- Appendix B – Communications Strategy at a Glance
- Communications Survey Results

Legislation

- N/A

Recommendation

That Council approve **version two of the** Town of Middleton Communications Strategy as presented.

That Council direct staff to develop a phased implementation workplan outlining how the recommendations within **version two** of the Communications Strategy will be executed, including prioritization, timelines, and resource considerations.

Background

Council’s requested revisions have been incorporated into the Communications Strategy, and the updated Version 2 is now presented for review and consideration. This version reflects feedback provided by Council following the initial draft and includes the requested adjustments to better align with Council’s priorities and direction. The Town of Middleton Communications Strategy was developed to provide a clear, consistent, and proactive approach to how the Town shares information with residents, stakeholders, and partners. As communication channels continue to evolve and public expectations for timely, transparent information increase, it is important that the Town has a structured

REQUEST FOR DECISION
Communications Strategy 2026
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framework to guide messaging, strengthen public trust, and improve overall engagement. This strategy outlines key priorities, identifies gaps in current practices, and provides practical recommendations to enhance external communications, ensuring information is accessible, consistent, and aligned with the Town’s goals and values. A one-page version of the Communications Strategy is included as Appendix B.

Next Steps:

- 1) Council approves the Communications Strategy.
- 2) Council advises staff if there are any recommendations in the Communications Strategy that it does not wish to implement.
- 3) A summary snapshot of the External Communications Strategy will be created, including graphics and easy-to-read format for the public. The detailed version will also still be available.
- 4) Staff develop a phased implementation plan, based on the recommendations that Council wishes to proceed with.
- 5) An Internal Communications Strategy will be developed and presented to Council.
- 6) An internal workplan will be created to execute the Internal Communications Strategy.

Financial Implications

None. Implementation will be managed within existing staff time and resources.

Strategic Plan/Operating Plan Alignment

Check Applicable	Strategic Priority Area	Comments
	Environment	
	Infrastructure	
	Economy	
X	Community	
	Governance	
X	Council Strategic Initiative	Strategic Initiative 7: Create a communications strategy that enhances public communication and transparency

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Alternatives

- 1) That Council refer the Communications Strategy back to staff for further refinement and return to Council with a revised version.

Community Engagement/Communication

The Communications Strategy was developed using input gathered through multiple community engagement channels. This included a dedicated communications survey, communications-related questions within other Town surveys, and ongoing public feedback received both in person and through social media platforms. This engagement provided valuable insight into community expectations, communication challenges, and opportunities for improvement, helping to ensure the strategy is responsive to the needs of Middleton residents.

CAO Comments

The CAO supports the recommendation of staff.

CAO Initials: AC

Target Decision Date: 04 May 2026



Communications Strategy 2026



Drafted by:
Gina Pearson

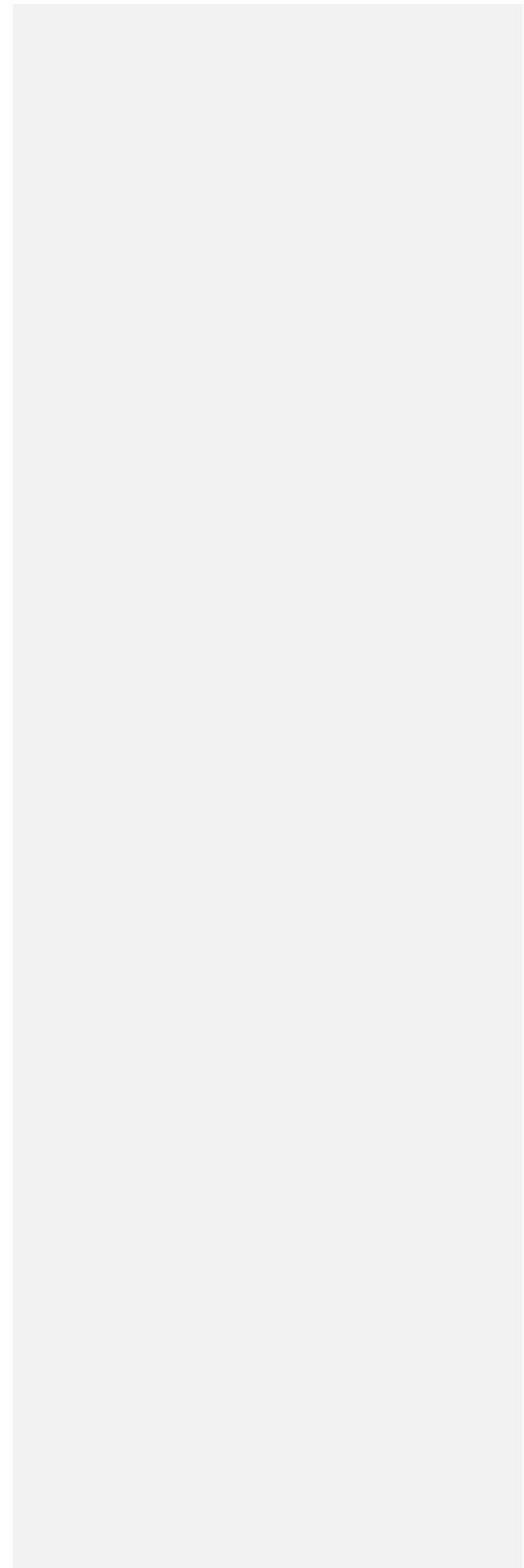




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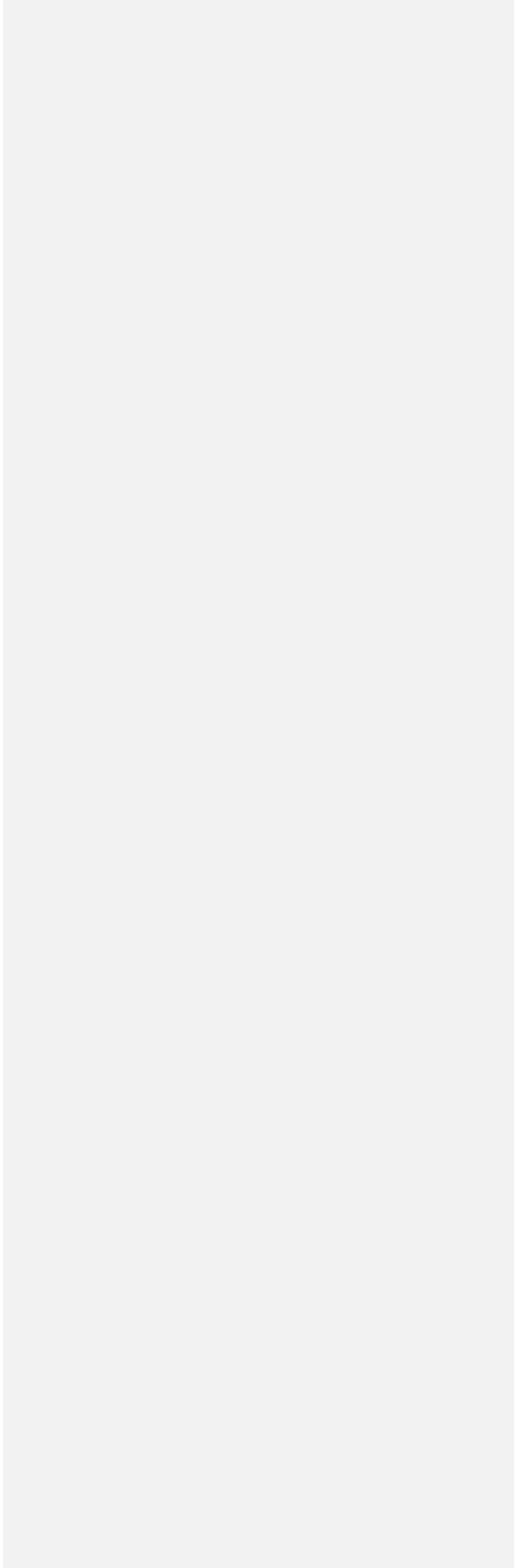
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Executive Summary



The Town of Middleton communicates regularly with residents, businesses, community groups, and visitors through a variety of channels including its website, social media, email newsletters, and print materials. While the Town of Middleton has historically provided important updates and information to the community, these communications have largely developed in a reactive or informal manner rather than through a structured approach.

As expectations for transparency, accessibility, and timely updates continue to grow, municipalities are increasingly expected to communicate proactively and consistently across multiple platforms. Establishing a formal Communications Strategy helps ensure the Town of Middleton can meet these expectations while maintaining a professional, neutral, and community-focused approach.

This strategy provides a clear framework for how the Town communicates externally. It outlines communication principles, target audiences, messaging priorities, communication channels, staff responsibilities, and approaches to community engagement and crisis communication.

Key objectives of this strategy include:

- Improving public understanding of municipal services and decisions
- Increasing community awareness and engagement
- Strengthening trust between the Town and residents
- Promoting Middleton as a welcoming place to live, work, and visit
- Ensuring accurate information is shared during emergencies or service disruptions

The strategy also identifies areas where current communication practices can be improved and provides recommendations to support more consistent, coordinated, and effective communication.

By adopting this strategy, the Town of Middleton will strengthen its ability to share information clearly, respond to community needs, and maintain strong relationships with residents and stakeholders.



Purpose of the Strategy



The Town of Middleton recognizes that clear, consistent, and timely communication is essential to maintaining a strong relationship with residents, businesses, partners, and visitors. As the Town continues to grow, host community events, deliver services, invest in infrastructure, and respond to emerging issues, the need for a coordinated and proactive approach to communication has become increasingly important.

Historically, the Town has shared information with the public through a variety of channels. However, these communications have often been informal and reactive rather than guided by a structured approach. Establishing a formal External Communication Strategy ensures that information is communicated clearly, consistently, and professionally regardless of the platform, topic or timing.

This strategy provides guidance for how the Town communicates with the public, how information is shared across different platforms, and how communication responsibilities are managed internally.

The strategy is intended to:

- Ensure municipal information is communicated in a clear, consistent, and reliable manner.
- Strengthen transparency and public trust
- Support community awareness and engagement
- Provide guidance for communication during day-to-day operations, emergencies and service disruptions
- Improve efficiency and coordination in how information is shared

By establishing this framework, the Town of Middleton aims to create a communications environment where residents and stakeholders can easily access accurate information and feel confident in how the Town communicates.

Current Challenges

Several challenges exist within the Town's current communication approach:

- Communication responsibilities are not always clearly defined
- Messaging may vary depending on who is sharing information
- Information is sometimes shared reactively rather than proactively
- Residents may not always know where to find official information
- Communication processes during emergencies are not clearly documented
- Communication tools are used inconsistently across departments



Recommendations

To address these challenges, the Town should:

- Adopt a formal External Communications Strategy to guide communication practices
- Establish clear roles and responsibilities for communications
- Develop consistent messaging standards and tone
- Identify official communication channels and ensure they are used consistently
- Implement structured communication processes for emergencies and service disruptions
- Ensure communication planning is incorporated into municipal initiatives and projects

By implementing these recommendations, the Town can ensure information is shared in clear, coordinated, and professional manner.



Guiding Principles



The Town of Middleton’s communications should be guided by a set of core principles that ensure information shared with the public is clear, accessible, and community focused. These principles provide direction for how information should be developed and delivered regardless of the communication channel being used.

Establishing clear communication principles also helps ensure staff maintain a consistent tone and approach when interacting with the public.

Current Challenges

Without established guiding principles:

- Messaging tones may vary between communications
- Some communications may contain unnecessary technical language
- Information may not always be presented in the most accessible format
- Communication decisions may be made differently depending on the situation

Recommendations

The Town should adopt the following guided principles:

Clear and Plain Language

Municipal information should be communicated using plain language whenever possible. Clear, jargon-free communication about decisions, projects, services, and updates helps build public trust and confidence in municipal operations.

Accessible and Inclusive

Communications should be designed to reach as many residents and stakeholders as possible. The Town aims to use clear formatting, readable design, and multiple communication channels to ensure information is accessible to diverse audiences.

Trust and Transparency

The Town is committed to sharing information openly and honestly. Clear communication about municipal decisions, projects, services, and updates helps strengthen public trust and confidence in municipal operations.



Reliability

Residents should be able to rely on Town communications as a trusted source of information. Communications must be accurate, timely, and shared through appropriate and recognized municipal channels.

Community-Focused

All communications should reflect the needs and interests of the Middleton community. Information should support awareness, engagement, and a sense of connection between the Town and its residents/stakeholders.

Respectful and Professional

All external communications must maintain a respectful and professional tone. Municipal communications must remain neutral, factual, and free from personal opinion or bias.

Consistency and Recognition

The Town will maintain consistent messaging, tone, and visual identity across all communication channels so information is easily recognizable as coming from the Town of Middleton.



Communication Goals

Clear goals help guide communication priorities and ensure communication efforts support broader municipal objectives.

Current Challenges

Without defined goals:

- Communications may focus primarily on announcements rather than engagement
- Opportunities to promote the Town may be missed
- Residents may not always understand the context behind municipal decisions

Recommendations

The Town of Middleton should focus communications on the following goals:

Improve Public Understanding

Ensure residents and stakeholders have access to clear information about municipal services and projects, policies, and decisions.

- Recommendation: Create educational content explaining how municipal services work

Increase Community Awareness and Engagement

Promote awareness of community programs, events, initiatives, and opportunities for public participation.

- Recommendation: Continue creating the monthly communication calendar
- Recommendation: Have quarterly public engagement sessions with Council

Strengthen Public Trust

Provide transparent, timely, and reliable information that helps build confidence in municipal leadership and operations.

- Recommendation: Standardize Project Updates
 - Create a branded template with:
 - Project overview (what + why)
 - Current Stage (planning, procurement, construction)
 - Timeline (with delays clearly noted)
 - Budget snapshot (if appropriate)
 - What residents can expect next
 - Post updates monthly for major projects and at key milestones

- Recommendation: Launch a “What We’re Working On” series – Introduce a recurring weekly or biweekly content series
 - Short, digestible updates on 1-2 active initiatives
 - Use plain language (avoid municipal jargon)
 - Include photos, quick videos, or behind-the-scenes clips
 - Cross-post to Facebook and website for consistency
- Recommendation: Improve Transparency Around Delays and Disruptions – Communicate proactively when things don’t go as planned
 - Use a simple framework:
 - What happened
 - Why it happened
 - What’s being done to fix it
 - Updated timeline
 - Position transparency as accountability
- Recommendation: Add a “Current Projects” section to the Town website.
 - Visual status indicators (i.e: Not Started | In Progress | Completed)
 - Filter by category (infrastructure, recreation, events, etc.)
 - Link each project to its latest update
 - Keep it lightweight and easy to maintain (even a simple table works)
- Recommendation: Continue with Council Highlights
 - Ideally, Council Highlights would be posted 24-48 hours after the last meeting of the month
 - Council highlights should focus on:
 - What decisions were made
 - Why they matter to residents
 - What happens next
- Recommendation: Use data to reinforce credibility – Incorporate simple metrics into communications
 - Examples:
 - “3km of road repaired this month”
 - “120 residents attended Family Day Event”
 - “95% of service requests resolved within 48 hours”
 - Visualize simple graphics (bars, icons, percentages)

- Recommendation : Establish a clear communication timeline – Set internal standards for when information is shared
 - Service disruptions → within hours
 - Project updates → monthly or milestone based
 - Council summaries → within 48 hours
 - Emergencies → real-time updates as available
 - This will all build predictability over time
- Recommendation: Humanize municipal operations – Highlight staff and processes behind the scenes
 - “Meet the Team” or “Day in the life” features
 - Show Public Works, admin, event setup, etc.
 - This helps residents understand where their tax dollars go and builds connection
- Recommendation: Create Feedback Loops – Make it easy for residents to respond and feel heard
 - Include prompts in posts: “Questions? Let us know below or message us”
 - Use occasional polls or quick surveys (especially for visible projects)
 - Close the loop by sharing “What we heard” summaries
- Recommendation: Maintain message consistency across channels – Ensure website, Facebook, and print materials align.
 - Same language, same timelines, same facts
 - Avoid situations where residents get conflicting information depending on the platform

Promote Middleton as a Welcoming Community

Highlight the Town as an attractive place to live, work, visit, and invest while showcasing community initiatives and events.

- Recommendation: Regularly feature Town-owned or publicly accessible assets such as:
 - Parks and recreational spaces
 - Trails and waterfront areas
 - Community Facilities
 - Heritage Sites
 - Municipal infrastructure improvements



- Recommendation: Promote Municipal Programming and Events
 - Communications should continue to promote Town-led events and programs such as:
 - Festivals and seasonal events
 - Recreation programming
 - Community celebrations
 - Public engagement opportunities
- Recommendation: Share community milestones and Initiatives
 - Infrastructure improvements
 - Beautification projects
 - Community partnerships
 - Volunteer contributions to Town initiatives
- Recommendation: Showcase the community experience
 - Seasonal scenery
 - Community traditions
 - Local history and heritage
 - Public art and landmarks
- Recommendation: Maintain neutrality
 - To ensure fairness and maintain public trust, municipal communications should:
 - Avoid promoting individual businesses or organizations
 - Avoid endorsements of commercial promotion
 - Focus on Town-led initiatives, public spaces, and community-wide activities.
 - When referencing external organizations or businesses, this should only occur when they are directly involved in a Town initiative, event, or partnership.
- Recommendation: Welcome Package for new businesses
 - Create a welcome package in a Middleton branded folder. Welcome package could include:
 - Important contact information at Town Hall
 - A checklist with regards to permits the business should have
 - Middleton brochure
 - Welcome message for Council/Mayor
 - Website and social media information

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Implementation of these recommendations may include:

- “Did You Know?” posts about Middleton history



- Seasonal photography of parks and public spaces
- Updates on improvements to community facilities
- Features about upcoming Town-led events
- Highlights of volunteer contributions to municipal initiatives

These communications help tell the story of Middleton while remaining consistent with municipal communication standards.

Ensure Accurate Information is Shared Quickly During Emergencies

Provide clear, timely, and reliable updates during emergencies, service disruptions, or critical situations.

- Recommendation: Establish a formal emergency communication protocol/plan.

Support Informed Decision-Making

Ensure residents and stakeholders have access to the information they need to understand municipal decisions and initiatives.

- Recommendation: Consider sharing or continue to share:
 - Council meeting summaries
 - Project updates and explanations of municipal processes in plain language

How did we arrive at these goals? From March 2025-March 2026:

- Communications Survey Conducted
- Public feedback through Event and Recreation surveys
- Facebook Messages
- Public feedback at Town Hall
-



Target Audiences and How They Access Information

The Town communicates with a range of audiences who access municipal information in different ways. Understanding how these audiences consume information helps guide communication planning and delivery.

Current Challenges

- Communication efforts can be broad rather than targeted
- Some audiences may not receive information through channels they use most

Recommendations

The Town should consider the following audience groups when planning communications:

- **Primary Audiences**
 - **Residents/Taxpayer's of Middleton**
 - Residents are the Town's primary audience and typically access information through:
 - The Town website
 - Social Media platforms
 - Local signage and print materials
 - Email newsletters
 - Word-of-mouth within the community
 - **Local Businesses**
 - Businesses primarily access information through:
 - The Town website
 - Direct communication from the Town
 - Email updates
 - Official notices and regulatory information
 - **Community Groups and Volunteers**
 - Social media updates
 - Direct outreach from Town staff
 - Community partnerships and shared networks
- **Secondary Audiences**
 - **Visitors and Tourists**
 - Visitors typically seek information through:
 - The Town website
 - Tourism-related social media content
 - Online searches when planning visits



- **Potential Residents and Investors**
 - Those exploring opportunities in Middleton typically access information through:
 - The Town website
 - Online searches
 - Regional economic development networks
 - Real estate agents and brokerages

- **Regional Partners and Other Municipalities**
 - These audiences typically access information through:
 - Direct communication and correspondence
 - Municipal networks and partnerships
 - The Town website and social media

- **Media Outlets**
 - Media organizations receive information through:
 - Official news releases
 - Media advisories
 - Direct contact with Town representatives
 - The Town website and social media



Key Messages



Key messages help ensure communications consistently reflect the Town of Middleton’s values and priorities.

Current Challenges:

Without defined messaging themes:

- Communications may appear disconnected
- Opportunities to reinforce the Town’s identity may be missed

Recommendations:

While messaging may vary depending on the topic or situation, the Town of Middleton’s communications should generally reinforce the following messages/themes:

- The Town of Middleton is transparent, responsive, and community focused
- Municipal decisions are made in the best interest of residents
- Community involvement and engagement are valued and encouraged
- Middleton is growing and evolving while maintaining its character and history



Communication Channels



The Town of Middleton uses a variety of communication channels to share information with the public. These channels include both platforms owned and managed by the Town and external channels that help amplify information.

Owned Channels

Owned channels are communication platforms directly managed by the Town. These include:

- Town website – the primary source for official municipal information and public documents
- Facebook – used to share updates, notices, events, and community information
- YouTube – used to Live stream Council meetings
- Email newsletters (MailChimp) – used to provide updates and community information directly to subscribers.
- Print Materials – including posters, signage, brochures, and mail-outs and The Beat.

Earned Channels

Earned channels help extend the reach of Town communications through external organizations or networks. These include:

- Local and regional media outlets
- Community partners sharing Town content
- Regional organizations and municipal networks

While social media is an important communication tool, it does not replace official municipal or formal communication channels.

Current Challenges

Some communication challenges the Town currently has, or may have include:

- Over-reliance on one platform (Typically Facebook)
- Website information not updated quickly and website is outdated
 - Note: a new website will be launching in Spring 2026
- Important information not consistently shared across all platforms



Recommendations

The Town should use a multi-channel approach, including (These are listed in order of importance):

- Website: The primary source of official municipal information
 - Ensure key updates are posted on the website first
- Social Media: Used to share updates and direct residents to official information (on the website)
 - Ensure there are regular posting schedules if possible
- MailChimp: Use for major updates and community information
- Print Materials: Use posters and signage for community events and notices



Roles and Responsibilities



Clear roles and responsibilities help ensure municipal communications are accurate, coordinated, and consistent.

Council

- Provides policy direction and decision-making
- Acts as community representatives

Chief Administrative Officer (CAO)

- Provides oversight and strategic direction
- Approves communications as required

Communications Coordinator

Responsible for implementing the communication strategy, including:

- Content creation
- Managing communication channels
- Coordinating with media outlets
- Supporting municipal initiatives and events
- Monitoring public engagement and feedback
- Creating opportunities for engagement
- Creation of Communication Guidelines, Manuals, etc.

The communications coordinator should be made aware of all current projects, council initiatives, budget information, etc., so that important information can be shared in a timely manner with the public where appropriate. It's important to know when Public Works is working on a project, or fixing infrastructure as that is an opportunity to take photos and share with the public.

Communications related to sensitive or high-impact matters, including emergencies, legal issues, or matters of significant public interest, will follow an established approval process involving senior staff, and where appropriate, Council.

Recommendations

Establish the following structure:

- Council → policy direction
- CAO → oversight and approvals
- Communications Coordinator → strategy implementation and content creation. Sensitive communication should ALWAYS follow this approval process.



Content Types and Tone



Town communications generally fall into several content categories. Residents expect opportunities to ask questions and provide feedback.

Content Categories

- Municipal updates and notices
- Infrastructure and project updates
- Council meetings and decisions
- Community events, programs, and initiatives
- Emergency and service disruption notices

Tone

All communications should maintain a tone that is:

- Clear
- Professional but approachable
- Neutral and factual
- Community-minded



Community Engagement Approach



The Town of Middleton values respectful and constructive communication with residents and stakeholders. While the Town encourages public engagement, communication must also be managed in a way that ensures fairness, accuracy, and appropriate use of public platforms. Residents expect opportunities to ask questions and provide feedback.

Residents may ask questions or seek information through official Town communication channels including:

- The Town website
- Official social media platforms
- Email communication
- Direct contact with Town Hall

Where appropriate, staff may respond publicly to general questions to ensure consistent information is shared with the broader community. In other cases, responses may occur privately if the matter requires individual follow-up.

Certain matters are not appropriate for discussion on public platforms, including personal complaints, service requests, legal matters, or issues requiring detailed investigation.

Town staff will not engage in discussions or respond to complaints raised in unofficial community-run social media groups. Individuals raising concerns in these forums are encouraged to contact the Town directly through official channels so matters can be addressed appropriately.

Current Challenges

- Questions/comments being raised in online forums/Facebook groups
- Misunderstandings spread through social media
- Staff responding to comments/questions through personal Facebook accounts
- In general, there is a lack of engagement opportunities for the public in-person (outside of meetings) and on social media

Recommendations

- Encourage residents to contact the Town through official channels
- Town staff should not engage in debates, or correct individuals in community Facebook groups.
 - Tighten the current social media policy to reflect this



- There have been several comments made in both the communications survey, in person, and through Facebook groups that the Town of Middleton should turn their Facebook comments on.
 - Comments should be turned on for specific posts. These should only include:
 - Event information, surveys being shared, or when specifically looking for quick and easy engagement
 - Comments should not be turned on for specific posts:
 - Official notices, emergency information, council-related news and information, RCMP information.



Crisis and Emergency Communications



During emergencies or service disruptions, the Town is committed to sharing accurate and timely information to support public safety. Timely communication during emergencies is critical.

Priority communication channels during emergencies may include:

- The Town website
- Official social media platforms
- MailChimp email updates
- Alertable or other emergency notification systems

Current Challenges

- Information may spread quickly through unofficial sources
- Staff do not have a defined communication process in emergencies
 - There is no emergency communication plan

Information will be shared based on verified details from official sources and may evolve as situations develop.

The Town will coordinate communications with the Regional Emergency Management Organization (REMO) and relevant emergency partners to ensure consistent, reliable information is provided to the public during specific emergencies.

Recommendations

The Town of Middleton needs to develop an emergency communication protocol that includes:

- Priority communication channels
- Approval processes
- Coordination with the Regional Emergency Management Organization (REMO) (if appropriate)
- According to survey results, most residents would use Alertable, but only for emergency notifications.
 - Note – those that answered they would use Alertable (a digital service), responded to a digital survey.
 - Create a rollout plan to get residents signed up for, and using, Alertable for emergency situations, and notifications on Public Works emergencies.



Accessibility and Inclusivity



The Town of Middleton is committed to ensuring communications are accessible, understandable, and inclusive to all residents and stakeholders. Access to information is an essential component of transparent and effective local government. Residents should be able to easily find, understand, and engage with municipal information regardless of age, ability, or preferred method of receiving information.

Accessibility and inclusiveness in communications help ensure that important updates about municipal services, programs, projects, and emergency situations reach the broadest possible audience. The Town recognizes that residents consume information in different ways and that communication approaches should reflect these differences.

To support inclusive access to municipal information, the Town will incorporate accessibility considerations into communication planning and delivery.

Plain Language

Municipal information should be written in clear and straightforward language whenever possible. Technical terms, policy language, or administrative terminology may be necessary in some situations, but efforts should be made to explain these concepts in a way that is easily understood by the public.

Using plain language helps ensure residents can quickly understand important information without requiring specialized knowledge of municipal processes.

Clear Formatting and Readable Design

Visual presentation plays an important role in accessibility. Municipal communications should use formatting and design practices that improve readability and comprehension. This may include:

- Using clear headings and structured layouts
- Avoiding overly dense text blocks
- Using readable font sizes and styles
- Ensuring strong colour contrast in graphics and documents
- Incorporating visuals or graphics where appropriate to support understanding

These practices help ensure information can be easily read and understood across a range of formats and platforms.

- Recommendation: Create an Accessibility Guide for print and digital communications



Multiple Communication Channels

Not all residents/stakeholders access information in the same way. Some rely primarily on digital platforms, while others may prefer printed materials or direct communication.

To ensure broad community awareness, the Town will share information through multiple communication channels when appropriate. These may include:

- The Town website
- Official social media platforms
- Email newsletters
- Print materials such as posters, signage, or notices
- Direct communication with community partners

Using multiple channels helps ensure important information reaches residents who may not regularly access digital platforms.

Accessible Formats

Where possible and appropriate, the Town will make reasonable efforts to provide information in accessible formats when requested. This may include providing documents in alternative formats or ensuring digital materials are compatible with accessibility tools.

Staff will make reasonable efforts to accommodate accessibility needs where feasible and appropriate within available municipal resources.

Incorporating Accessibility into Communication Planning

Accessibility considerations should be incorporated early in the communications planning process rather than added after information has already been developed. When preparing communications, staff should consider:

- Who the intended audience is
- What communication channels are most appropriate
- Whether additional formats or visual supports may improve accessibility
- Whether the information is presented clearly and concisely

By incorporating these considerations into communication planning, the Town can help ensure municipal information remains accessible, inclusive, and easy to understand for the community.



Measurement and Evaluation



Evaluating communication effectiveness helps improve future efforts. The Town should use practical measures to evaluate the effectiveness of its communications. These may include:

- Website traffic to key pages
- Social media reach and engagement
- Attendance at Town events
- The volume and nature of resident inquiries and feedback
- Surveys

These indicators provide insight into whether municipal information is reaching and informing the community effectively. Results may be reviewed periodically to inform adjustments to communication approaches.



Review and Updates



This External Communications Strategy will be reviewed annually, or as needed, to ensure it remains relevant and responsive to evolving community needs, new communication tools, and municipal priorities.

Regular review allows the Town to adapt communication practices and ensure the strategy continues to support effective public communication.



Strengthening Council Communication and Visibility

Enhance the consistency, clarity, and professionalism of Council communications to build public confidence and ensure unified messaging. This section will help equip Council with the tools and support needed to communicate effectively and confidently with residents.

Recommendation 1: Establish Council Communication Guidelines

Develop a simple, practical set of guidelines for how Council communicates with the public.

- Define best practices for:
 - Social media use (tone, accuracy, professionalism)
 - Responding to public inquiries or concerns
 - Sharing municipal information vs. opinion
- Include “do’s and don’ts” to reduce risk of misinformation or inconsistent messaging
- This is a support tool, not a restriction

Recommendation 2: Provide pre-approved messaging and key messages

Ensure Council has easy access to accurate, ready-to-use information.

- Distribute short “Key Message” briefs after:
 - Council meetings
 - Major announcements
 - Ongoing projects or sensitive issues
- Include:
 - Key facts
 - Approved language
 - FAQs (if needed)
- This helps ensure consistency across all public facing communications

Recommendation 3: Introduce optional training and support

Offer light, practical communication training tailored to Council needs.

- Topics could include:
 - Social media best practices
 - Handling difficult conversations with residents
 - Communicating complex decisions in plain language

This will ensure capacity-building.

Recommendation 4: Create a “Council Highlights” Sharing Toolkit

Make it easy for Council to amplify official messaging

- Provide:
 - Pre-written captions
 - Graphics or shareable posts
 - Suggested wording for resharing Town updates
- Encourages Councillors to stay active while maintaining accuracy

Recommendation 5: Clarify Roles in Communication

Define who communicates what – and when.

- Encourage
 - Regular sharing of Town updates
 - Professional and respectful engagement online
 - Avoidance of speculation or unverified information
- Major updates should come from official channels first

Recommendation 6: Encourage Consistent Engagement Standards

Set a baseline expectation for public communication.

- Encourage:
 - Regular sharing of Town updates
 - Professional and respectful engagement online
 - Avoidance of speculation or unverified information
- This is not about controlling voice – it is about maintaining credibility
- ~~All Councillors should have a Facebook page.~~
 - ~~This is where a great deal of engagement happens~~
 - ~~This is where information from the website, Facebook page, etc. can be shared.~~

Recommendation 7: Monitor and Support (Not Police)

Provide ongoing support to ensure alignment.

- Offer quick check-ins or guidance when needed
- Be available to review posts or messaging requests
- Address issues proactively and constructively if they arise



Closing Summary



This Communications Strategy provides clear and practical direction for how the Town of Middleton will strengthen its communication efforts, build public trust, and better connect with residents, businesses, and visitors.

By focusing on consistency, transparency, and accessibility, the Town can move from reactive communication to a more proactive, strategic approach. The recommendations outlined in this plan are designed to be achievable, scalable, and aligned with the Town’s priorities and capacity.

Successful implementation will require ongoing collaboration between staff and Council, a shared commitment to clear and respectful communication, and a willingness to adapt as community needs evolve.

Ultimately, strong communication is not just about sharing information - it is about building relationships, fostering trust, and supporting a vibrant, informed, and engaged community.

COMMUNICATIONS STRATEGY:

Implementation Overview

Implementing the Communications Strategy will require a coordinated and phased approach across several key areas:

1. Governance and Structure

- Establish clear communication roles and responsibilities
- Develop internal communication workflows and approval processes
- Create communication guidelines for staff and Council

2. Website Improvements

- Launch and populate new Town website (Spring 2026)
- Ensure timely updates and consistent information posting
- Improve navigation and accessibility

3. Content Development and Standardization

- Develop templates for:
 - Project updates
 - Emergency communications
- Establish consistent tone and messaging standards
- Create recurring content series (e.g., “What We’re Working On”)

4. Communication Channels Optimization

- Implement a structured multi-channel approach:
 - Website (primary source)
 - Social media (supporting + directing traffic)
 - Email newsletters (MailChimp)
 - Print materials
- Develop and maintain a monthly communications calendar

5. Community Engagement Enhancements

- Introduce new engagement opportunities:
 - Quarterly public sessions
 - Surveys and polls
 - Feedback loops
- Improve responsiveness through official channels
- Clarify expectations around social media engagement

6. Emergency Communication Planning

- Develop a formal emergency communication protocol
- Define:
 - Roles and approvals
 - Priority communication channels
 - Coordination with REMO
- Support rollout and adoption of Alertable

7. Council Communication Support

- Develop Council communication guidelines
- Provide pre-approved messaging and key message briefs for Council to use
- Create Council Highlights sharing toolkit
- Offer optional communication training

8. Accessibility and Inclusion

- Develop an accessibility guide for communications
- Ensure content follows plain language and readable design standards
- Use multiple formats and channels to reach diverse audiences

9. Measurement and Evaluation

- Establish performance tracking:
 - Website analytics
 - Social media metrics
 - Event participation
 - Public feedback
- Conduct periodic reviews and adjust approach as needed

10. Ongoing Maintenance and Review

- Annual review of the Communications Strategy
- Continuous updates to content, tools, and processes
- Adaptation to emerging communication needs and technologies

Communications Strategy

at a Glance

Appendix B

Purpose



Clear, consistent, and proactive communication with residents and stakeholders.

Key Goals



Improve public understanding



Increase community engagement



Build public trust and transparency



Promote a welcoming community



Provide timely and accurate info.

Guiding Principles

1 Clear & Plain Language

5 Community Focused

2 Accessible & Inclusive

6 Respectful & Professional

3 Transparent & Trustworthy

7 Consistent & Recognizable

4 Reliable & Timely

Core Focus Areas

Stronger Digital Presence

Consistent Messaging

Emergency Communication

Proactive Communication

Engagement

Priority Actions

“What We’re Working On” Updates

Standardized Project Updates

Develop Emergency Protocols

Enhance Public Engagement

Strengthen Council

Communication & Visibility

Success Measures



Website Traffic



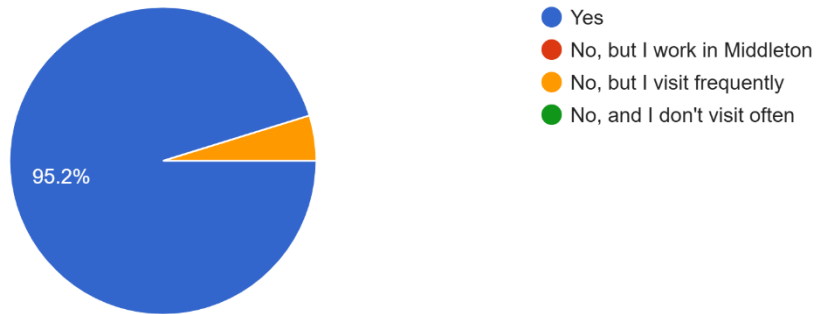
Event Participation



Public Feedback

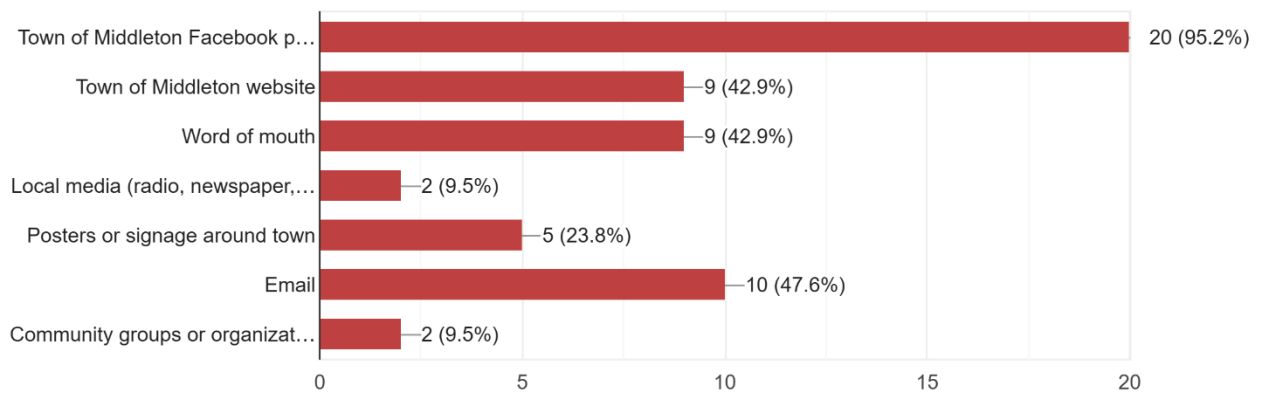
Do you live in the Town of Middleton?

21 responses



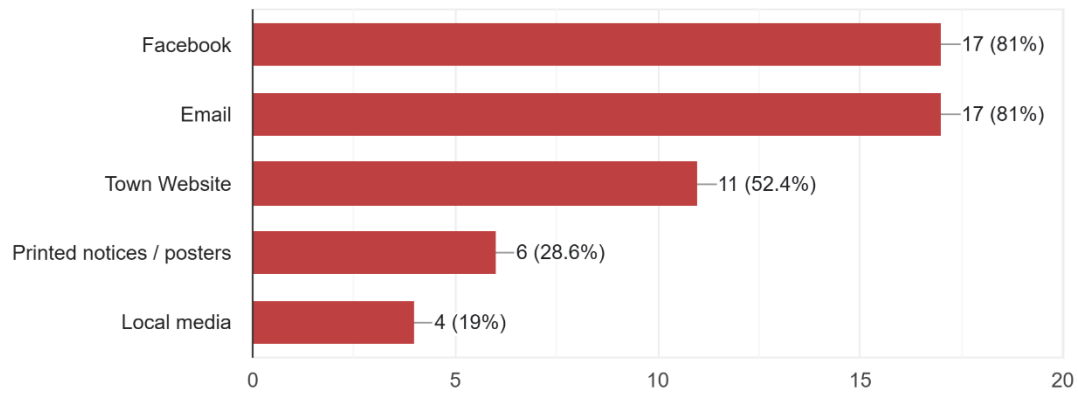
Where do you currently get information about the Town of Middleton?

21 responses



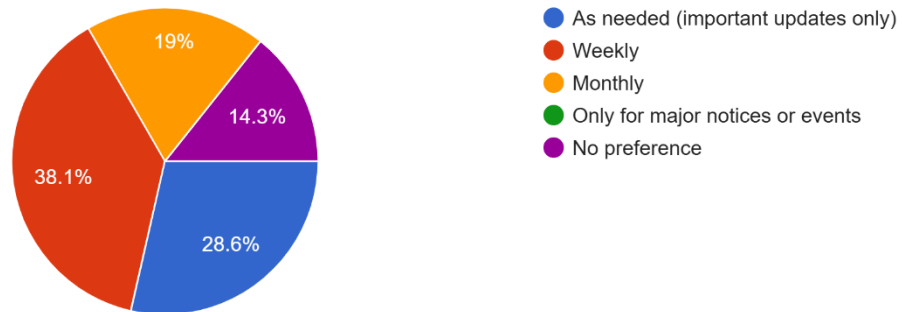
How would you prefer to receive information from the Town of Middleton?

21 responses



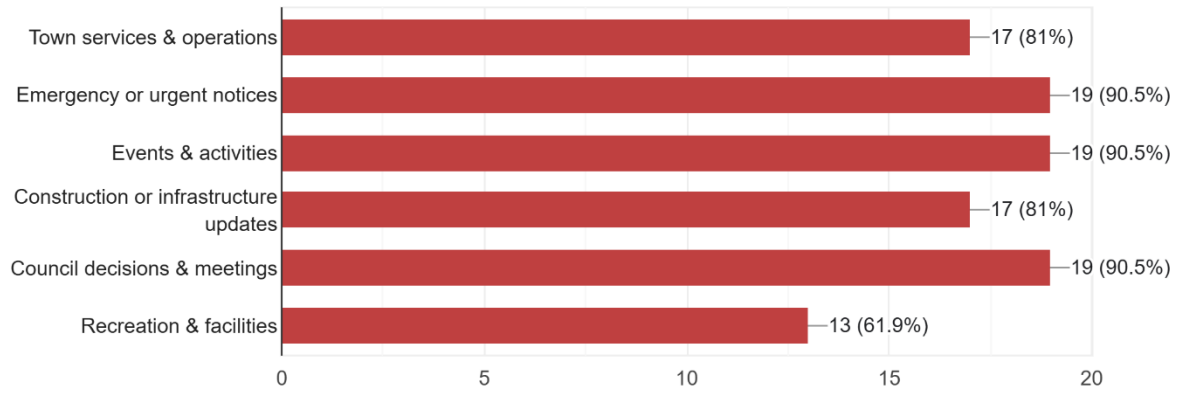
How often would you like to receive updates from the Town of Middleton?

21 responses



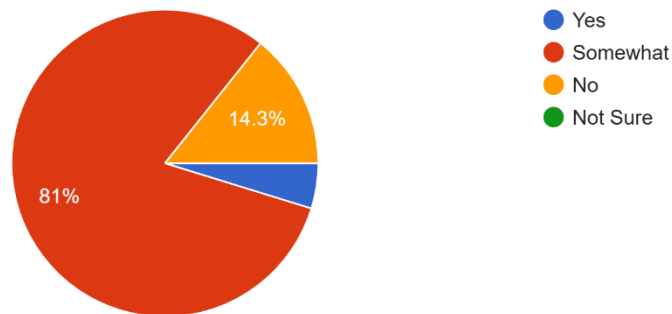
What types of information are most important to you?

21 responses



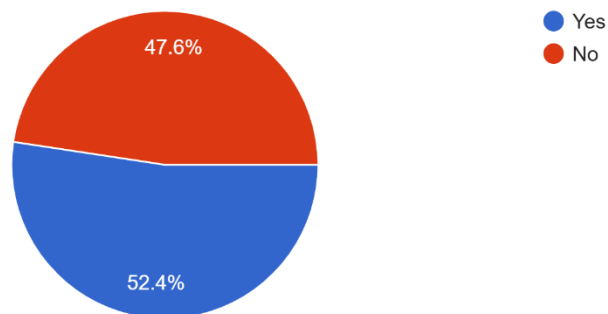
Do you feel informed about what's happening in the Town of Middleton?

21 responses



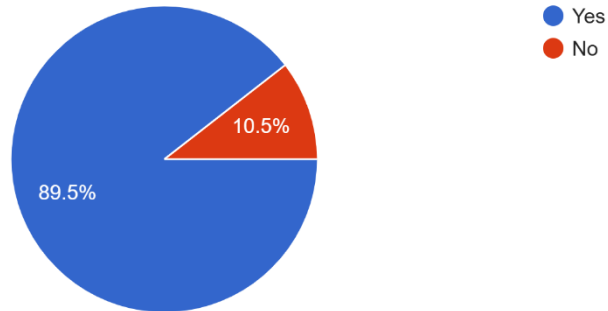
Have you heard of the Alertable app before?

21 responses



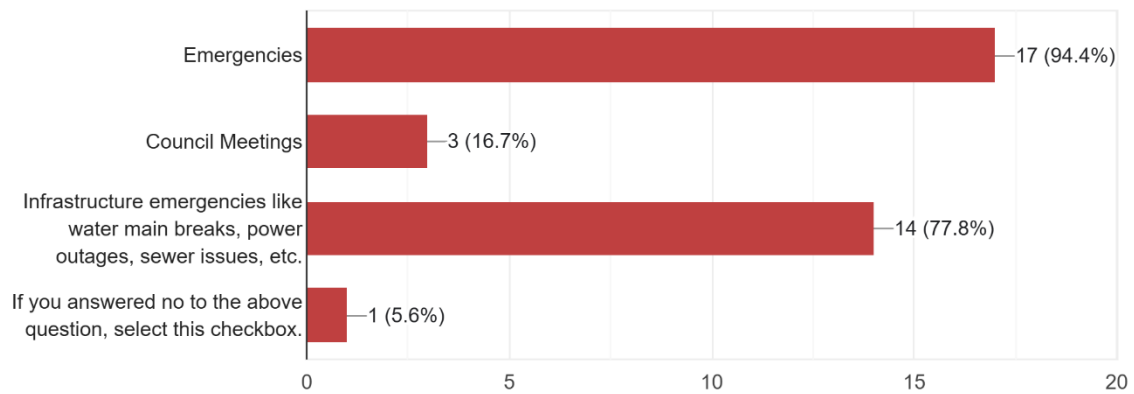
Alertable is a free emergency notification app that sends you real-time alerts about urgent events in your community - such as severe weather, floods, fir...up for Alertable, would you sign up (Free service)?

19 responses



If you answered yes, in what situations would you like to get Alertable notifications?

18 responses



What could the Town of Middleton do to improve how we communicate with you?

8 responses

More outreach, like this.

I'm not sure.

Remove old facebook posts

I thought I was getting all the available information from the Town, but in the most recent Council meeting minutes I saw that there was a survey that was done about events in Middleton that I knew nothing about. I would have liked to contribute to that, and there is another one in the past year or so that I also missed. Also, the surveys ask only questions that the survey creators think of, but a lot of the time I would like to share information that is important to me but that answer is not included on the list of possible responses. Sometimes that is done intentionally by surveyors who have arbitrarily decided what is important and want to hear nothing else (I'm not assuming that is what you intend but it certainly looks that way!) Please allow for additional feedback in an open text box on your survey. I know it's tedious to collate random comments, but as someone who is a stakeholder, it's frustrating to be unable to tell you what's important to me. It's encouraging that you are looking for input, but please understand that it is really frustrating to be asked for information but only allowed to respond to what you want to hear. Thanks

The Town's website is somewhat embarrassing. It is difficult to find stuff because of its complexity and there is very often old information that is no longer relevant. If it is going to be a useful means of communication it could certainly use some updating/modernising.

While social media is fun, it's not effective for communication. Different demographics use different platforms and with the constant changing of algorithms, it's not guaranteed to be seen.

Make the Website More User Friendly
Make any Town Information also Available by Text.

stop limiting comments on posts.

REQUEST FOR DECISION
Appointment List Update
RFD#: 038-2026



To: COTW and Town Council
From: Ashley Crocker, CAO
Date: May 4, 2026
Subject: 2026 Appointment List Update

Guiding Principles for Decision-Making

Accountability Transparency Diversity Sustainability Engaged Informed

References/Attachments

- Updated Draft Appointment List

Legislation

- *Municipal Government Act*

Recommendation

That Council, on recommendation from the CAO, appoint Chris Dowell as a member of the Audit Committee.

That Council, on recommendation from the CAO, appoint Brenda Ford as a member of the Police Advisory Board (PAB).

That Council, on recommendation from the CAO, appoint Cliff Drysdale as a member of the Source Water Protection Advisory Committee.

That Council approve the 2026 Appointment List, as presented.

Background

Chris Dowell, Brenda Ford and Cliff Drysdale all applied for the one (1) vacant position on the Audit Committee, Police Advisory Board and Source Water Protection Advisory Committee. Staff reviewed all three applications and the resumes provided. Staff recommend appointing Chris Dowell, Brenda Ford and Cliff Drysdale to the appropriate committees.

REQUEST FOR DECISION
Appointment List Update
RFD#: 038-2026



Financial Implications

N/A

Strategic Plan/Operating Plan Alignment

Check Applicable	Strategic Priority Area	Comments
	Environment	
	Infrastructure	
	Economy	
	Community	
X	Governance	
	Council Strategic Initiative	

Alternatives

N/A

Community Engagement/Communication

N/A

CAO Comments

The CAO supports the recommendation of staff.

CAO Initials: AC

Target Decision Date: May 4, 2026

TOWN OF MIDDLETON
2026 APPOINTMENT LIST
(Approved by Council April 20, 2026)

COUNCIL AND COMMITTEES OF COUNCIL

COUNCIL

MAYOR GAIL SMITH, DEPUTY MAYOR GARY MARSHALL
COUNCILLORS DAN SMITH, JONATHAN ARCHIBALD,
BERNADETTE KNAPP, JOHN BARTLETT, **VACANT**

COMMITTEE OF THE WHOLE

MAYOR GAIL SMITH, DEPUTY MAYOR GARY MARSHALL
COUNCILLORS DAN SMITH, JONATHAN ARCHIBALD,
BERNADETTE KNAPP, JOHN BARTLETT, **VACANT**

INCLUSION, DIVERSITY, EQUITY & ACCESSIBILITY (IDEA)

ELIZABETH MASON-SQUIRES, CHRISTINA HILTZ,
CATHERINE JEAN VOYSEY, LARRY PETERS,
BRENDA MACDONALD, MIKE WORTHINGTON, JOHN SMITH

AUDIT COMMITTEE

Citizens: SYLVESTER ATKINSON, **CHRIS DOWELL**
DANIEL FORBES
Town Council: COUNCILLORS BERNADETTE KNAPP, DAN SMITH

COMMUNITY CENTRE & FIRE HALL COMM

Fire Department: MIKE TOOLE, JODY SPIDLE, SCOTT VEINOT
Town Council: MAYOR GAIL SMITH, COUNCILLORS
BERNADETTE KNAPP, GARY MARSHALL
Town Planner: CHRYSTAL FULLER
Staff: CAO ASHLEY CROCKER, DPW ADAM VERRAN

PLANNING ADVISORY COMMITTEE

Citizens: HILARY CAMPBELL, MARGARET JERKE,
DIANNE MCDONALD, HOWARD SELIG
Town Council: COUNCILLORS JOHN BARTLETT, DAN SMITH,
JONATHAN ARCHIBALD

POLICE ADVISORY BOARD

Citizens: JANET DAVIS, JO-ANN HIGHTOWER, **BRENDA FORD**
Town Council: MAYOR SMITH, COUNCILLORS BERNADETTE
KNAPP, JONATHAN ARCHIBALD
NS Dept. of Justice: **VACANT** (Ad with Province)

SOURCE WATER PROTECTION ADVISORY COMMITTEE

Citizens-Town: BRENDA FORD, BRYSON CROWELL
Citizens-County: **CLIFF DRYSDALE**
County Council: COUNCILLOR GAIL OXNER
Town Council: COUNCILLORS BERNADETTE KNAPP,
JOHN BARTLETT
Staff: DPW ADAM VERRAN

ASSET MANAGEMENT WORKING GROUP

Town Council: MAYOR GAIL SMITH
Staff: CAO ASHLEY CROCKER, LEAH PROFITT
DPW ADAM VERRAN

**INTER-MUNICIPAL COMMITTEES AND
WORKING GROUPS**

ANNAPOLIS COUNTY INTER-MUNICIPAL WORKING GROUP

MAYOR GAIL SMITH, DEPUTY MAYOR GARY MARSHALL

IDEA GOVERNANCE COMMITTEE

MAYOR GAIL SMITH, DEPUTY MAYOR GARY MARSHALL

VALLEY REGIONAL SERVICES BOARD

MAYOR GAIL SMITH, DEPUTY MAYOR GARY MARSHALL (ALT)

REMO ADVISORY COMMITTEE

COUNCILLORS DAN SMITH, GARY MARSHALL

REMO PLANNING COMMITTEE

CAO ASHLEY CROCKER, DPW ADAM VERRAN

VALLEY REN LIAISON & OVERSIGHT COMMITTEE (LOC)

COUNCILLORS JOHN BARTLETT, JONATHAN ARCHIBALD (ALT)

TOWN INDIVIDUAL APPOINTMENTS

ANIMAL CONTROL & BYLAW ENFORCEMENT OFFICERS

AMANDA LEWIS
ASHLEY GERVAIS

BUILDING & FIRE OFFICIALS

ANDREW DOBSON
DAVID WRIGHT
ERIN SCHURMAN-KOLB

DANGEROUS & UNSIGHTLY PREMISES ADMINISTRATOR

SEAN AMOS

DEVELOPMENT OFFICER(S)

CHRYSTAL FULLER
LAUREN ISABELLE

FIRE CHIEF & DEPUTIES

CHIEF MIKE TOOLE
DEPUTIES SCOTT VEINOT, JODY SPIDLE

RCMP NCO IN CHARGE

ACTING S/SGT GRANT RYLAND

REMO COORDINATOR

BRIAN ORDE, JENNIFER DANIELS (ALT)

TOWN AUDITORS

BDO CANADA

TOWN CLERK

SARA MARCEAU

TOWN ENGINEER

DPW ADAM VERRAN

TOWN RETURNING OFFICER

SARA MARCEAU

TOWN SOLICITORS

TAYLOR MACLELLAN COCHRANE

TOWN TREASURER

LEAH PROFITT

TRAFFIC AUTHORITY

ACTING S/SGT GRANT RYLAND, DPW ADAM VERRAN

VWRM BYLAW ENFORCEMENT OFFICER

DALE ROBERTS

**REPRESENTATION ON OTHER
COMMITTEES (BY CITIZENS)**

MIDDLETON SWIMMING POOL SOCIETY

KELLEY DOUCETTE (Chair), STEPHANIE PURCELL (Vice-
Chair), MORGAN LAFFIN (Treasurer), JENAY ARMSTRONG
(Secretary), KATIE GREENE, SHALENE BURNS,
SCOTT MOORE, MARK FOWLER, KRYSTINA JOHNSON

REGIONAL LIBRARY BOARD

JILL COX

WESTERN REGIONAL HOUSING AUTHORITY

Citizen at Large: DIANNE MCDONALD

REQUEST FOR DECISION
Supplementary Capital Project at Pool
RFD#: 032-2026



To: Town Council
From: Ashley Crocker, CAO
Date: April 20, 2026 and May 4, 2026
Subject: Shade Structure Supplementary Capital Project at Pool

Guiding Principles for Decision-Making

Accountability Transparency Diversity Sustainability Engaged Informed

References/Attachments

- Capital project sheet 26-13
- Rotary Club project proposal
- Pool Sun Shelter Quote

Legislation

- N/A

Recommendation

That Town Council approve a supplemental budget of \$6,311 (before HST) for the installation of a sunshade structure at the Middleton Pool.

Background

The Middleton Outdoor Pool is a well-used community asset, particularly during the summer months when swimming lessons and public swimming are in high demand. In recent seasons, residents have raised concerns regarding the lack of adequate shade in the pool viewing and seating areas.

Swimming lesson programs typically run in two-week blocks, with participants attending daily sessions five days per week. During these times, parents and guardians are often required or choose to remain on-site, most seated in the bleacher area while lessons are in progress. As a result, many individuals are exposed to direct sunlight for extended periods.

The absence of shaded areas has led to concerns related to comfort, sun exposure, and overall user experience at the facility. This issue has been identified through informal feedback from residents and represents a potential barrier to accessibility and enjoyment of the pool amenities.

REQUEST FOR DECISION
Supplementary Capital Project at Pool
RFD#: 032-2026



Staff were notified on March 19, 2026 that the Rotary Club of Middleton has expressed interest in constructing a sunshade structure on the pool property to improve comfort levels for users of the facility, particularly those utilizing the spectator seating area.

Even though this project is being funded by the Rotary Club, it is a capital project taking place on Town property and must be approved by Council. The project was not approved in the 2026-2027 capital budget, so a supplementary budget must be approved by the Council. The capital asset will need to be added to the Town's financial records, as well as added to the Town's insurance policy.

Staff discussed the project with the Town's insurance broker, given the project is being completed on Town property by a group of volunteers. The Town's insurance company requires that the Rotary Club of Middleton provides a Certificate of Insurance where the Town of Middleton is listed as additional insured. This has not yet been provided to the Town, but the Rotary Club has requested it from their insurance company.

The Rotary Club will also apply for a building permit on the Town's behalf which must be approved before construction begins.

The Rotary Club has agreed to take on responsibility for asset replacement at end of life, responsibility for repairs in the event of damage, and responsibility for ongoing maintenance.

Financial Implications

The Rotary Club of Middleton is donating the materials for the sunshade and its construction. The financial implication for the town will be the site preparation, estimated to be \$3,278, funded by general operating. An additional consideration for council is the insurance costs estimated to be \$29 per year.

REQUEST FOR DECISION
Supplementary Capital Project at Pool
RFD#: 032-2026



Strategic Plan/Operating Plan Alignment

Check Applicable	Strategic Priority Area	Comments
	Environment	
X	Infrastructure	
	Economy	
X	Community	
	Governance	
	Council Strategic Initiative	

Alternatives

1. Council could choose to take no action at this time.
2. Council could approve the purchase and seasonal installation of temporary shade solutions such as commercial-grade umbrellas or pop-up tents.
3. Council could direct staff to request that Rotary Club enter into an agreement to maintain the structure for a period of time, reducing the financial burden on the town.

Community Engagement/Communication

The Rotary Club met with the Pool Society to discuss the project during the week of April 6-10.

CAO Comments

The CAO supports the recommendation of staff.

CAO Initials: AC

Target Decision Date: April 20, 2026



Project Name: Sun Shade Structure at Pool

Project # 26-13

Department: Buildings **Unit:** Town **Asset Class** Recreation equipment

Type of Asset: New **Reason:** Community quality of life **Expected Useful Life:** 5 years

Project Description: Sun shade installation at the pool

Need for Project: The Pool is a well-used community asset, particularly during the summer months when swimming lessons & public swims are in high demand. Residents have raised concerns regarding the lack of adequate shade in the pool viewing & seating areas.

Project Funding: Grant from Rotary Club for Structure and Install itself. Town to cover groundworks cost of \$3,278 funded from General Operating.

Carry-over Project n/a

Additional Operating Expense Annual insurance costs of \$29

Annual Operating Impact:	Total up to	Budgeted for	Total up to	New Spending					Total	Project
	3/31/2025	2025/26	3/31/2026	2026/27	2027/28	2028/29	2029/30	2030/31		Total
Operating Expenses	-	-	-	29	30	32	34	35	160	160
Interest expense	-	-	-	-	-	-	-	-	-	-
Depreciation expense	-	-	-	1,262	1,262	1,262	1,262	1,262	6,311	6,311
Loan principal	-	-	-	-	-	-	-	-	-	-
Total Operating Impact	-	-	-	1,291	1,293	1,294	1,296	1,297	6,471	6,471
Capital Budget:	3/31/2025	2025/26	3/31/2026	2026/27	2027/28	2028/29	2029/30	2030/31	Total	Project
Capital cost	-	-	-	6,311	-	-	-	-	6,311	6,311
Funding:										-
Operating	-	-	-	3,278	-	-	-	-	3,278	3,278
Grants	-	-	-	-	-	-	-	-	-	-
Drawdown Reserves	-	-	-	-	-	-	-	-	-	-
Long-term debt	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	3,033	-	-	-	-	3,033	3,033
Total funding	-	-	-	6,311	-	-	-	-	6,311	6,311



Middleton Pool Shade Project

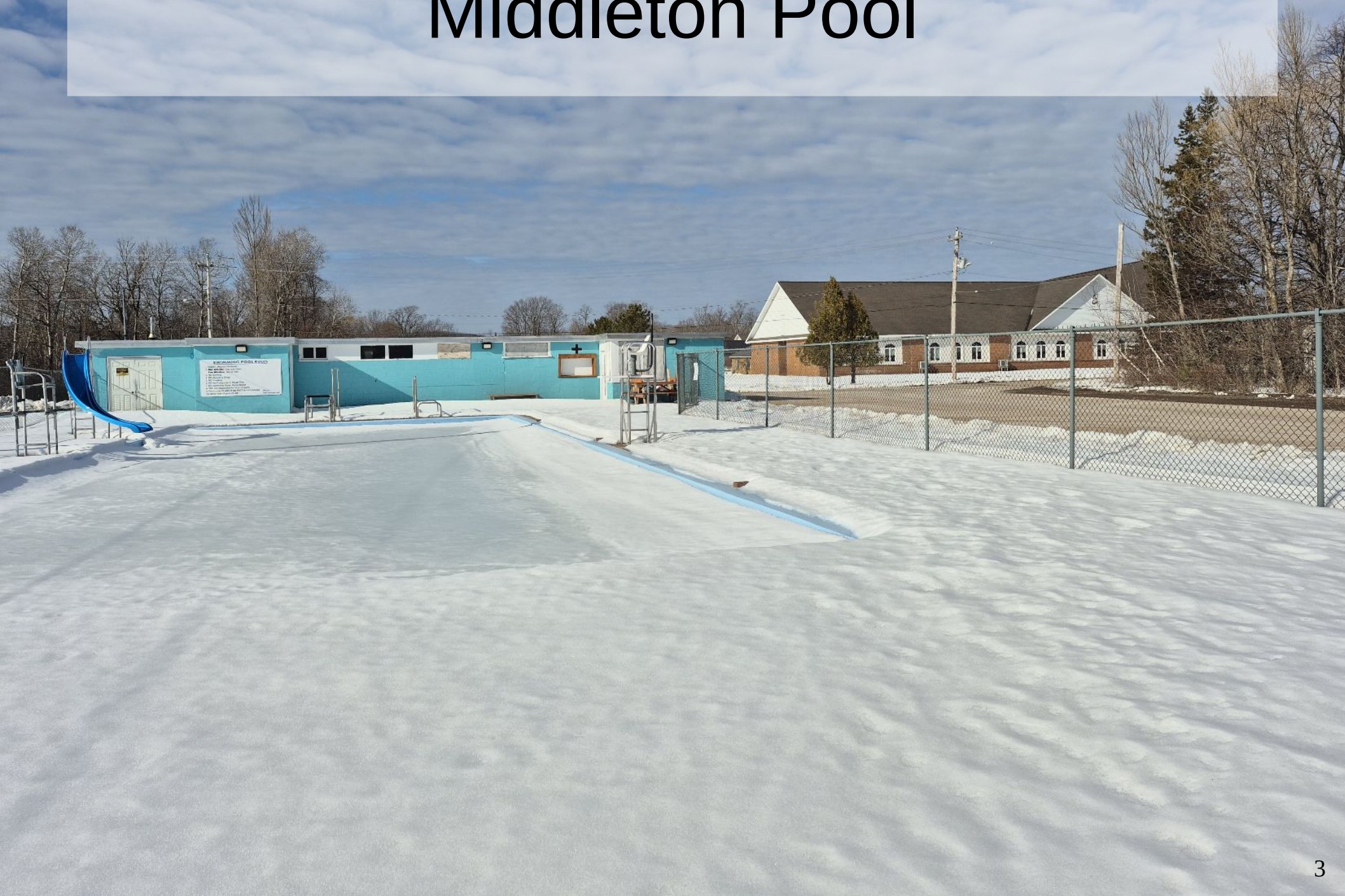
A Potential Rotary Club of
Middleton project

The Problem

- Many residents have identified the lack of shade as an issue at the Middleton Pool
- Background: When kids have signed up for swimming lessons, parents wait on the bleachers 5 days/week for 2 weeks per lesson block.



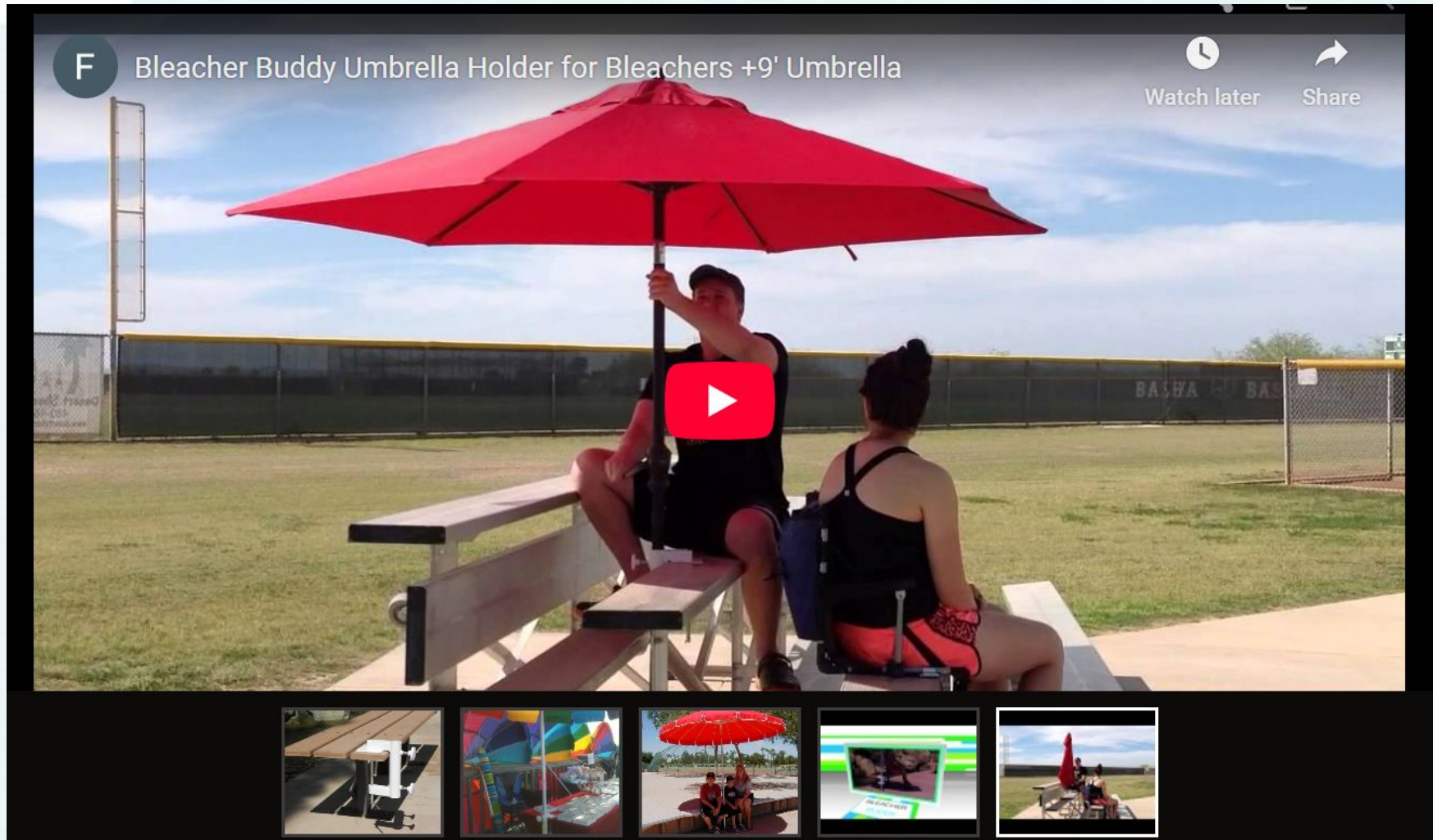
Middleton Pool



Middleton Pool



Shade Option #1 – Bleacher Umbrellas



Bleacher Umbrellas



- Pros: Cheapest option; easiest implementation; less vulnerable to vandalism or bad weather
- Cons: Increased workload for pool staff, relying on others to implement it correctly and respect the property



Option #2: Shade Structures



 Kay Park
Sunshade Structures for 8 & 10 Row 2...



 Creative Shade Solutions
Bleacher Shade Structure Options ...



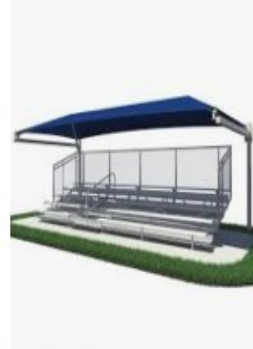
 Summit Supply
5 ROW BLEACHER SU...



 Anthem Sports
Apollo Bleacher Shade C...



 Shade Comforts
Bleacher-Shade-Cover-Barrel-Roof



Shade Structures



World of Awnings and Canopies
Shade Structures – World of Awnings and ...



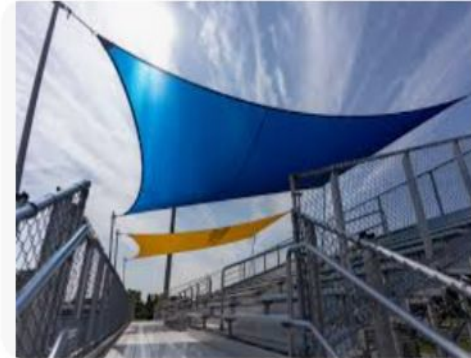
Shade Sails Canada
Patio with Sun Shade Sails ...



Adventure Playground Systems
Shade For Athletic Facilities ...



Shade Comforts
Bleacher-Shade-Cover-Barrel-Roof



Shade Structures

- Considerations:
 - Semi-permanent
 - Medium expense
 - Hurricane-proof?
 - Vandal-proof?



Option #3 - Gazebo-style



Q PRO English



\$2,899.00 ~~\$3,299.00~~ Save \$400.00 (12%)

Free Shipping

From **\$261.66**/mo with [shopPay](#) [View sample plans](#)

Free Shipping | [Check Arrival Dates](#)

Available Sizes

Barrington 14ft x 10ft Gazebo

Features

- All-Weather Durability: Pro-Tect™ tested to withstand up to 3,447 kilograms or up to 76 centimetres of snow

Chat with us, we are online!



Gazebo-style



- Considerations:
 - More permanent
 - Rotarians can swing their hammers to make it happen



The End



25th anniversary

A ceremony was held June 27 to commemorate the 25 years which have passed since the opening of Middleton's swimming pool. The work done by the original members of the pool's board and organizers, most of whom attended, was recognized. Shown cutting the ribbon, along with many of the original members is Judge Ken Crowell, first chairman of the board.

(Gillis)





Allen's Home Building Centre
 166 Commercial Street
 Middleton Nova Scotia B0S 1P0
 Phone: (902)825-4854

brandon@awallen.com <https://www.homehardware.ca/en/store/30990>

Estimate Supplied For:
 Rotary Club
 Rotary Club

Estimator: Brandon Wrigley
 Salesperson: (1)
 Estimate Date: March 13, 2026
 Valid To: April 12, 2026
 Reference:

Estimate # 115592

Shade Cover

Page 1 of 2

Component	Description	Total
8x16 Pool Shelter		
Floor, Posts, and Beams		
Floor Rim	2X6X16 PT BROWN	
Floor Joists	2X6X8 PT BROWN	
Decking	5/4X6X16 PT BROWN	
Back Post	4X4X12 PT BROWN	
Front Post	6X6X10 PT BROWN	
Post-Beam Connectors	CNCTR,POST/BEAM G185 18GA	
Post-Beam Connectors	CAP,POST ADJ G185 LPC6Z 6X6"	
Beams	2X10X16 PT BROWN	
		<i>Subtotal</i> \$1,066.66
Roof		
Truss Package		
Roof Sheathing	1/2" OSB 15/32" 4X8	
Sheathing Clips	CLIPS,ROOF 50/BAG 20GA 1/2"	
Starter Strip	4" WHITE ROOF STARTER 10' ALUM	
Underlay	UNDERLAY,PROTEC 120 4X250'	
Starter Shingles	STARTER SHINGLES 21/BLD 69'LF	
Shingles	MYSTIQUE 30Y 2-TONE BLACK	
Hip & Ridge Shingle	MONT BLANC CAP 2 TONE BLACK	
		<i>Subtotal</i> \$1,197.64
Fasteners		
1 1/2" ELECTRO ROOFERS		
Fastener - Framing	31/4" BRT DH STRIP SMOOTH 34DE	
Fastener - Wall Sheathin	23/8" BRT DH STRIP SMOOTH 34DE	

With the exception of lumber and plywood, prices quoted are good for 30 days. Due to extreme volatility in commodity markets lumber and plywood prices are subject to change without notice. This is an estimate only. The owner/builder is responsible to verify materials type and quantity will be adequate to complete the job. We regret any inconvenience this may cause.

Component	Description	Total
Fastener - Staples	STAPLS 4/T50,1250 T-506 3/8	
		<i>Subtotal</i> \$96.14
	Engineering	
	Tie Down Allowance	
	Forms 4 & 8	
	Subtotal:	\$3,033.22
	HST	\$424.65
	Grand Total:	\$3,457.87

With the exception of lumber and plywood, prices quoted are good for 30 days. Due to extreme volatility in commodity markets lumber and plywood prices are subject to change without notice. This is an estimate only. The owner/builder is responsible to verify materials type and quantity will be adequate to complete the job. We regret any inconvenience this may cause.