



**TOWN OF GANDER
MEETING
REGULAR MEETING OF COUNCIL
Wednesday, January 21, 2026, 04:00 PM
Council Chambers**

Council Present:

Percy Farwell, Mayor
Pat Woodford, Councillor
Tara Pollett, Deputy Mayor
Jim Lidstone, Councillor
Krystle West, Councillor
Samantha Abbott, Councillor

Staff Present:

Brad Hefford, Chief Administrative Officer/Town Clerk/Director of Governance and Legislative Services
Alexa Oldford, Manager of Governance and Legislative Services
James Blackwood, Director of Planning and Public Works
Kelly Hiscock, Director of Corporate Services
Jerry Knee, Director of Community Services
Dave Shea, Fire Chief
Kayla White, Manager of Communications, Branding and Partnerships

Regrets:

Sheldon Handcock, Councillor

1. CALL TO ORDER

The meeting was called to order by Mayor Farwell at 4:00 pm.

2. LAND ACKNOWLEDGEMENT

Mayor Farwell delivered the Land Acknowledgement.

3. VISITORS/PRESENTATIONS

Council would like to thank everyone who came out for the Gander Lions Club Santa Claus Parade. It was an extra great turnout along the streets, with some very creative floats.

We are pleased to announce this year's winners:

Best Family/Neighbourhood: The Wilcockson Express

Best Non-Commercial: Forest Fire Protection Centre

Best Commercial: Flossy the Snowman – Gander Family Dental

Thank you to the Lions Club, the float teams, volunteers, and everyone who came out to enjoy the parade.

4. APPROVAL OF AGENDA

The agenda for the Regular Meeting of Council was presented for approval.

Resolution: **26-001**

Moved By Councillor Woodford

Seconded By Councillor West

THAT the agenda for the January 21, 2026 Regular meeting of Council be approved, as presented.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

5. APPROVAL OF PREVIOUS MINUTES

5.1 December 17, 2025 Regular Council minutes for approval

The minutes from the December 17, 2025 Regular meeting of Council were presented for approval.

Resolution: **26-002**

Moved By Deputy Mayor Pollett

Seconded By Councillor Lidstone

THAT the minutes from the December 17, 2025 Regular meeting of Council be approved, as presented.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor

Carried (6 to 0)

6. BUSINESS ARISING FROM PREVIOUS MINUTES

7. STANDING COUNCIL BUSINESS

7.1 Governance and Legislative Services

The Governance and Legislative Services report was presented by Councillor Lidstone.

a. Public Communications Policy - Second Reading

The Public Communications Policy was presented for second reading and adoption. The policy outlines how the Town communicates with the public, including defined roles and responsibilities, appropriate use of official communication channels, and standards for consistency, accuracy, and professionalism. It also provides direction on the use of the Town's brand and visual identity to ensure that all communications are clear, consistent, and easily recognizable.

Resolution: **26-003**

Moved By Councillor Lidstone

Seconded By Deputy Mayor Pollett

THAT the Public Communications Policy be adopted as presented, and that the current Communications Policy - Policy A021 be rescinded.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

b. MNL - Seeking host town for 2026 Central Regional Meeting

Municipalities Newfoundland and Labrador (MNL) is currently seeking expressions of interest from Central Region member municipalities interested in hosting the 2026 Central Regional Meeting, scheduled for September. The event typically includes a full day of sessions on Friday and a half-day on Saturday, with expected attendance of 30 to 50 participants. Host municipalities are expected to provide appropriate meeting

space and have sufficient local accommodations. While Council agreed to allow smaller municipalities the initial opportunity to express interest, it was noted that the Town is prepared to step in and host the event if no other submissions are received.

c. Mandatory Training

Mandatory orientation training requirements were presented for discussion, as outlined in the *Municipal Conduct Act* and *Municipal Conduct Regulations*. Councillors elected in the 2025 Municipal General Election are required to complete all modules of the training within six months of being sworn in.

Virtual sessions for Modules one through four are currently being offered through January 2026, with in-person sessions expected in February and March.

Participation is monitored to ensure compliance with legislative requirements.

d. 2026 Meeting Schedule

The 2026 Council meeting schedule was presented for approval, outlining proposed dates for Regular Council Meetings, Committee of the Whole sessions, and the summer meeting schedule. Additional meetings, including Special Meetings of Council, will be called as necessary.

Resolution: **26-004**

Moved By Councillor Lidstone

Seconded By Councillor Woodford

THAT the 2026 Council meeting schedule, including Regular Council Meetings, Committee of the Whole sessions, and the summer schedule, be approved as presented.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

e. Code of Conduct Findings

Mayor Farwell, Deputy Mayor Pollett, and Councillor Woodford declared conflict of interest and left Council Chambers at 4:11 pm.

In the absence of Mayor Farwell for this discussion, Councillor Abbott chaired the

meeting.

In accordance with section 7 of the *Municipal Conduct Act*, where one or more councillors have declared a conflict of interest under subsection 6(1) and the number of councillors remaining is insufficient to form a quorum, a reduced quorum may apply. In this case, four of seven councillors have declared a conflict in relation to a Code of Conduct matter, leaving only three councillors able to participate. As permitted under subsection 7(1), where at least two councillors remain, those remaining shall constitute a quorum for the purpose of discussing and voting on the matter.

The Committee reviewed the consultant's findings related to Code of Conduct Complaint #OCT2024. The investigation was carried out in accordance with applicable procedures, and the Committee was satisfied that the matter had been handled appropriately.

Resolution: **26-005**

Moved By Councillor Lidstone

Seconded By Councillor West

THAT Council accept the consultant's findings related to Code of Conduct Complaint #OCT2024.

For (3): Councillor Lidstone, Councillor West, and Councillor Abbott

Conflict (3): Mayor Farwell, Councillor Woodford, and Deputy Mayor Pollett

Carried (3 to 0)

Mayor Farwell, Deputy Mayor Pollett, and Councillor Woodford returned to Council Chambers at 4:15 pm.

7.2 Planning and Public Works

The Planning and Public Works report was presented by Councillor Lidstone.

a. Municipal Plan Amendment #7, 2025 & Development Regulations Amendment #9, 2025

The proposed Municipal Plan Amendment # 7, 2025 and Development Regulations Amendment # 9, 2025, as requested by Council, is now ready for adoption. This amendment proposes to amend the Gander Municipal Plan and Development Regulations in support of the Housing Modernization Regulatory Review - Housing

Accessibility Fund-First Phase. A draft copy of the amendment was sent to the Department of Municipal Affairs and was released from provincial review on December 10, 2025.

Resolution: **26-006**

Moved By Councillor Lidstone

Seconded By Councillor Abbott

THAT the proposed Municipal Plan Amendment # 7, 2025 and Development Regulations Amendment # 9, 2025 be adopted under Section 16(1) of the Urban and Rural Planning Act, 2000.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

b. Town of Gander Wastewater Effluent Quality Report - 2025, 3rd Quarter

The Committee reviewed a summary of the Town of Gander's Wastewater Effluent Quality Report. The report outlines the Town's wastewater quality in relation to the Wastewater Systems Effluent Regulations for each parameter. The most recent data, from the third quarter of 2025, indicates that effluent quality remains within the recommended guidelines. Composite samples are collected bi-weekly by the Wastewater Treatment Plant Operators and submitted to an accredited laboratory for analysis.

c. Town of Gander - Tap Water Quality Report - Spring 2025

The Committee reviewed a summary of the Town of Gander's Tap Water Quality Report. The report, based on testing conducted and reported by the Provincial Government, evaluates water quality using the Canadian Drinking Water Guidelines for each parameter. The most recent data, from Spring 2025, indicates that the Town's Water Quality Index is rated as "excellent," signifying a virtual absence of impairment and conditions nearing pristine levels. This rating reflects consistent compliance with recommended guidelines. The full report is accessible through the Government of Newfoundland and Labrador's Environment and Climate Change Water Resources Management webpage at maps.gov.nl.ca/water.

d. Development Application - 230 Airport Boulevard

Council received an application from the property owners to renovate the building

located at 230 Airport Boulevard to allow for the addition of an apartment building and/or hotel occupancy. The property is located in a Commercial General (CG) zone, where both Apartment Building and Commercial Residential (hotel/motel) uses are listed as discretionary uses under the Town of Gander Development Regulations. The application was publicly advertised, and no objections were received by the deadline.

Resolution: **26-007**

Moved By Councillor Lidstone

Seconded By Deputy Mayor Pollett

THAT the Town of Gander approve the development application, as attached, to permit Apartment Building and commercial Residential (hotel/motel) uses at 230 airport Boulevard, subject to all conditions outlined in the permit.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

e. Public Works Departmental Report

Between December 4 and December 31, the Public Works Department responded to 15 snow and/or ice events and completed 2 pothole repairs. During the same period, the Water and Sewer Division responded to 25 service calls and carried out 6 repairs to municipal infrastructure.

f. Planning Departmental Report

The Planning Department report for the period of December 4 to December 31 was presented to the Committee for review. The report provided a summary of applications received, permits issued, compliance letters processed, and an overview of new construction activity during the period. Year-to-date, a total of 48 new residential buildings have been constructed, contributing 93 new dwelling units within the community.

7.3 Community Services

The Community Services report was presented by Deputy Mayor Pollett.

a. SnoBreak Winter Carnival

The Committee was informed that SnoBreak will take place from February 19–21,

2026, with a schedule featuring popular events such as Let's Get Messy and Game Night, among others. Local organizations are invited to participate by hosting their own events, such as pancake breakfasts, mooseburger sales, scavenger hunts, chili lunches, or new activities. This provides an opportunity to both contribute to the community celebration and support fundraising efforts. Interested groups are encouraged to contact the department at 709-651-5929 by Friday, February 13th for guidance or promotional support.

b. Street Name Suggestions

The Committee reviewed the following names submitted for street name consideration: Shea, Pelley, McNiven, and Hanrahan. Following a review of the applicable policy, only the name *Hanrahan* was recommended for approval, as it met the required criteria. The names *Shea*, *Pelley*, and *McNiven* did not meet policy requirements and were not recommended.

Resolution: **26-008**

Moved By Deputy Mayor Pollett

Seconded By Councillor Woodford

THAT that the street name "Hanrahan" be approved in accordance with the Town's Street Naming Policy, and that the names "Shea," "Pelley," and "McNiven" be declined as they do not meet the policy criteria.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

c. Fly Your Car Event

Following consultation with the Joseph R. Smallwood Arts & Culture Centre & Pool, it was determined that the shared parking lot with the Steele Community Centre is no longer a viable option for hosting the Fly Your Car event. This decision is not due to any issue raised by the Town of Gander. The department will reach out to the event organizers to discuss alternative location options.

d. Winter Melodies & Morsels

In 2025, the Town of Gander, in partnership with the International Lounge Foundation, hosted two Winter Melodies & Morsel events featuring live music by Newfoundland and Labrador artists and a selection of appetizers. Council expressed support for

continuing the Winter Melodies & Morsel events and has directed staff to proceed with planning for future editions.

e. Agricultural Industry Symposium

The Agricultural Industry Symposium will be held in Gander at the Quality Inn from January 27–29, 2026. In addition, a Gala celebrating the 50th Anniversary of the Newfoundland and Labrador Federation of Agriculture will take place at the Gander Airport International Lounge.

Council agreed to provide a \$500 donation toward the event, and the Mayor will bring greetings on behalf of the Town.

Resolution: **26-009**

Moved By Deputy Mayor Pollett

Seconded By Councillor Lidstone

THAT a donation of \$500 be provided to the Agricultural Industry Symposium being held in Gander from Jan 27 - 29, 2026.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

f. Accessible Ice Time

A citizen inquired about the possibility of adding an accessible ice time slot at the Steele Community Centre. In response, the Department reviewed the existing ice schedule and identified several potential options, including adding a session from 8–9 a.m. on weekdays or from 10–11 a.m. on Monday to Wednesday and potentially some Fridays, though this time is occasionally used by local schools. The option of converting an existing skating session into an accessible skate was also considered. Based on availability, the Department recommended adding accessible skating times on Mondays and Wednesdays from 10–11 a.m. and Tuesdays and Thursdays from 8–9 a.m.

g. Tree Down at Old Town Site

The Town received calls regarding a fallen tree at the Old Town Site. The Gander International Airport Authority was contacted but advised that they do not have the resources to address the issue. The Department will follow up with the Gander

Heritage Group to determine whether they have the capacity to remove the tree or if assistance is required.

h. Gander Revolution re Storage Issues

Gander Revolution contacted the Town regarding challenges with storing equipment that needs to be accessible year-round. At present, their equipment is stored across multiple locations at the new soccer complex and in an off-site rented sea can. Management has met to discuss the issue and is currently exploring potential storage solutions to accommodate Gander Revolution and other users of the facility.

i. Ribfest

The Ribfest organizers have expressed interest in participating in the Festival of Flight and have inquired whether the Town would like to partner during this summer's event.

Council is open to hosting the partnership; however, they have requested that the department obtain additional information, including anticipated costs and logistical requirements.

j. Upcoming Events

The following events will take place in the coming months:

January 23 - 25: Gander Minor Hockey hosts the Mary Brown's U13 Hockey Tournament

January 30 - February 1: Ladies' Hockey League hosts the 1st Annual Rosie's Cup.

February 6 - 8: Gander Minor Hockey hosts the Matt Sargent U18 Tournament

February 19 - 21: SnoBreak Winter Carnival

For more information on these events, please contact the Community Services Department at 709-651-5929.

7.4 Corporate Services

The Corporate Services report was presented by Councillor West.

a. Sullivan Avenue and Cotton Street Water and Sewer Upgrades

The Committee received correspondence confirming the approval of two Canada

Housing Infrastructure Fund (CHIF) projects on Sullivan Avenue and Cotton Street. Council approval is required to proceed with the associated funding, and the following motions are required for approval.

Resolution: **26-010**

Moved By Councillor West

Seconded By Deputy Mayor Pollett

THAT the Town of Gander accept cost-shared funding as outlined in the Department of Transportation and Infrastructure project approval letter dated December 22, 2025, for project #17-CHIF-26-00025 - Sullivan Avenue Water & Sewer Upgrades with a total project value of \$3,272,001. This Council agrees to provide the Ultimate Recipient share value of \$890,149 in funding and 100% of any cost overruns for this project and authorizes the Mayor and Town Clerk to enter into a funding agreement with the Department of Transportation and Infrastructure on behalf of the Town Council of the Town of Gander.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

Resolution: **26-011**

Moved By Councillor West

Seconded By Deputy Mayor Pollett

THAT the Town of Gander accept cost-shared funding as outlined in the Department of Transportation and Infrastructure project approval letter dated December 22, 2025 for project #17-CHIF-26-00026 - Cotton Street Water & Sewer Upgrades with a total project value of \$2,962,381. This Council agrees to provide the Ultimate Recipient share value of \$805,917 in funding and 100% of any cost overruns for this project and authorizes the Mayor and Town Clerk to enter into a funding agreement with the Department of Transportation and Infrastructure on behalf of the Town Council of the Town of Gander.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

b. Canoe Procurement Program

The Committee reviewed the requirements of the Canoe Procurement Program, which stipulates that all participants must publicly disclose their involvement. Accordingly, contact details and the participation period will be published on the Town of Gander's website.

Resolution: **26-012**

Moved By Councillor West

Seconded By Councillor Lidstone

THAT the Town of Gander authorize the continued use of the Canoe Procurement MNL Municipal Group Buying Program for municipal purchasing in 2026.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

c. Waste Transfer Station

The request to extend the current contract with PBO Industrial Disposal Inc. for operation of the waste transfer station in 2026 was presented to the Committee for consideration. PBO has indicated they are not willing to maintain the existing contract rate and have requested an increase from \$6,825 to \$7,500, plus HST, per event.

Resolution: **26-013**

Moved By Councillor West

Seconded By Councillor Abbott

THAT the operation of the waste transfer station be awarded to PBO Industrial Disposal Inc. at \$7,500 per event plus HST in 2026.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

d. Invoices for Approval: Cal Legrow; Central Square

The Committee reviewed the annual renewal from CentralSquare for computer

maintenance services, covering the period from March 28, 2026, to March 27, 2027. The amount is within the approved budget for computer software maintenance.

Resolution: **26-014**

Moved By Councillor West

Seconded By Deputy Mayor Pollett

THAT the Town of Gander approve invoice # 455249 from CentralSquare for computer software maintenance in the amount of \$ 32,190.73 HST included.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

The Committee reviewed the annual renewal from Cal LeGrow for insurance services for the period of January 1, 2026, to December 31, 2026. The amount is within the approved budget for insurance services.

Resolution: **26-015**

Moved By Councillor West

Seconded By Councillor Woodford

THAT the Town of Gander approve invoice # 27189 from Cal LeGrow for insurance services in the amount of \$ 227,894.20 retail tax included.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

7.5 Public Safety and Protective Services

The Public Safety and Protective Services report was presented by Councillor Woodford.

a. December stats

Gander Fire Rescue responded to 22 calls in December, a slight decrease from the 26 calls in the same month last year. Motor Vehicle Collisions were also down, with six this December compared to eight in 2024.

The Keep the Wreath Green campaign saw fewer red bulbs as well, with four this year compared to six in 2024 and seven in 2023. Each red bulb represents an active fire call. Gander Fire Rescue is pleased to see this continued decline and encourages everyone to keep fire safety in mind during the holiday season.

Municipal Enforcement logged 44 Public Interaction reports, which included six animal concerns, three property concerns, and three snowmobile-related concerns. Officers also noted and appreciated the responsible behaviour of snowmobilers. With the recent snowfall, many people have been using the roads to access trails and have done so with care and respect for both motorists and pedestrians.

b. Training and Events

A Firefighter Level II certification course is set to begin on January 19th. In addition, Gander Fire Rescue will be hosting Basic Emergency Management (BEM) and Emergency Operations Centre Management (EOCM) training on January 20th, 21st and 22nd.

c. Volunteer Growth

Gander Fire Rescue will welcome eight new volunteer firefighters starting January 14th. These individuals will begin the department's rookie training program, which includes both firefighter theory and hands-on practical lessons. The program will wrap up in June, at which point the recruits will transition into the regular training schedule.

Additionally, Gander Fire Rescue will soon launch a dispatcher recruitment campaign. The department will be looking to fill at least three positions and would like to let the community know that all necessary training will be provided to those interested in applying.

d. Integrated Pest Management - Rodent control action plan

Council reviewed the Integrated Pest Management (IPM) – Rodent Control Action Plan, developed in response to increased rodent activity in the community. The plan outlines a phased and coordinated approach focused on public education, targeted pest control, improved waste practices, public area maintenance, and the creation of a Community Standards By-Law. Implementation begins in early 2026, with responsibilities shared across departments. Progress will be tracked using key performance indicators and service trends.

7.6 Communications, Engagement and Strategy

The Communications, Engagement and Strategy report was presented by Councillor

Abbott.

a. Snow Clearing Status Tool

Staff provided an overview of My Street Status, a snow clearing information tool that uses data from the Town of Gander's CitiGIS Insight system to display recent snow clearing activity based on Public Works operations. The tool provides a town-wide view showing when streets were last serviced and is intended to help residents better understand snow clearing progress during active and extended snow events.

Committee members reviewed the tool and were advised that it will be launched publicly pending final preparations.

b. Brand Launch – Digital Marketing Performance Summary

Committee reviewed the digital marketing dashboard outlining performance following the launch of the Town's new brand. The campaign used LinkedIn, Facebook, and Instagram advertising to reach professional audiences and local residents, achieving high engagement and reach across platforms. LinkedIn performed particularly well with government-focused audiences, while Facebook delivered the strongest overall results. Paid advertising increased visibility and complemented the Town's organic social media presence. Committee members also noted that the Town has received positive feedback on the new brand.

c. Communications and Engagement Report

Committee members received an update on communications and engagement initiatives, including continued implementation of the Town's new brand across signage and vehicles. Staff advised that work is underway on a Communications Strategy, a 2026 Communications Plan, and a 2026 Social Media and Digital Content Plan.

Ongoing work also includes updates to online forms, digital services, the Town's website, and the integration of performance tracking tools.

d. Central MinEx 2026

Correspondence was received regarding registration for Central MinEx 2026, which will be held in Gander from April 21–23, 2026. Following discussion, it was agreed that the Town will participate in the trade show and proceed with registration.

e. Kraft Hockeyville Nomination/Campaign

Committee members discussed Kraft Hockeyville and the potential for an application involving the Town of Gander. Staff advised on the nomination process and municipal role if a community advances.

Staff will look further into the opportunity and report back to Committee.

8. ADMINISTRATION

9. NEW BUSINESS

10. ADJOURNMENT

Mayor Farwell requested a motion for adjournment.

Resolution: **26-016**

Moved By Councillor Woodford

Seconded By Deputy Mayor Pollett

THAT the meeting be adjourned at 4:56 pm.

For (6): Mayor Farwell, Councillor Woodford, Deputy Mayor Pollett, Councillor Lidstone, Councillor West, and Councillor Abbott

Carried (6 to 0)

P. Farwell, Mayor

B. Hefford, Town Clerk

Policy Title: Public Communications Policy	Classification: <input checked="" type="checkbox"/> Formal Policy of Council <input type="checkbox"/> Operational Procedures <input type="checkbox"/> Service Standard Public Impact: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Signature of Approval: _____ Date: _____
Implementation Date:	
Review Date:	
Issuing Department:	
Objective To ensure all external communications from the Town of Gander are professional, consistent, accurate, accessible, and aligned with the Town's brand, values, and priorities.	
Purpose and Application This policy provides clear direction for how the Town communicates with the public, media, and partners. It applies to all Town staff, Council members, and contractors preparing or sharing external communications on behalf of the Town of Gander. It governs all public-facing materials including media releases, social media, website updates, print materials, videos, and promotional campaigns.	
Accommodation Town of Gander is committed to fostering a proactive approach in achieving strategic goals, while simultaneously promoting an inclusive and diverse environment. In response to unique circumstances, the Town's mission is to rigorously assess both typical and atypical situations and fulfill a Duty to Accommodate, ensuring equitable treatment without imposing undue burdens. Council, under its legislative authority, retains the right to vary guidelines and exercise discretion regarding policy accommodations.	
Responsibilities Authority: Council will be responsible for policy approval. Accountable: CAO Responsible: Department head to bring forward suggestions, recommendations for edits, modifications or policy developments. Responsible: Management to review policy for cross-departmental and organizational impacts. Responsible: Assigned staff to maintain and ensure accurate updates and distribution of policy amendments. Responsible: The Communications Division is the steward of the Town's brand and communication standards. Consulted: Line departmental staff impacted are to be consulted to assess operational impacts. Informed: Applicable staff and public.	

Definitions

- **External Communications:**
Any message or material shared publicly or with external audiences, including residents, businesses, media, and government partners.
- **Brand Standards:**
The Town's approved visual identity, tone of voice, and brand guidelines.
- **Routine Communications:**
Program-level or low-risk updates such as event reminders, schedules, program promotions, or basic public information.
- **Non-Routine Communications:**
Town-wide, sensitive, high-impact, policy-related, emergency, or media-sensitive communications that require coordination with the Communications Division.
- **Official Corporate Platforms:**
The Town of Gander's overhead communication channels—managed and administered by the Communications Division—used for Town-wide communications.

Values

Integrity, Transparency, and Accountability – The Town of Gander is committed to prioritizing honesty, openness, and ethical conduct in its interactions and operations. The Town understands the importance of maintaining clear, accurate, and accessible information. Council officials and municipal employees are held accountable for their conduct and performance. In doing this, Town of Gander can build trust with the community and provide demonstrate its commitment to serving the best interests of the public.

Compassion – The Town of Gander recognizes residents and employees all face their own challenges. It is our commitment to demonstrate empathy and understanding where possible. By fostering a sense of solidarity and community care, support can be provided to those in vulnerable situations.

Community Engagement – The Town of Gander is actively engaged with residents to encourage their participation and gather feedback ensuring citizens have a voice in shaping projects, fostering inclusive and responsive governance.

Accessibility and Inclusivity – The Town of Gander is committed to ensuring that all individuals, regardless of their background and ability, have equal access to opportunities and services. Through the implementation of practices and policies that promote diversity, equity, and inclusion, all individuals can be supported.

Quality of Life - The Town of Gander is dedicated to enhancing the quality of life for its residents through various initiatives, including, but not limited to, allocating resources to obtain quality healthcare, affordable housing, educational opportunities, developing and maintaining infrastructure, supporting local businesses, ensuring access to essential services, and promoting community safety through municipal enforcement.

Continuous Improvement – Periodic reviews shall take place to ensure policies remain relevant and effective to the Town of Gander's organizational goals.

Policy Guidelines

The following objectives offer precise guidance for the implementation of this policy and the attainment of targeted goals.

- 1.0 Transparency: Provide information openly and in a timely manner.
- 2.0 Accuracy: Ensure all information is factual, verified, and consistent.
- 3.0 Accessibility: Present content in formats and language that everyone can understand.
- 4.0 Respect: Maintain professionalism and inclusivity in all messaging.
- 5.0 Consistency: Use a unified visual identity and tone of voice across all materials.
- 6.0 Accountability: Uphold high standards of integrity and credibility in every communication.

Policy Procedures

6.0 Brand and Visual Identity

6.1 All communications must follow the Town of Gander Brand Standards, which defines the Town's visual identity (logo, colours, fonts, imagery) and tone of voice.

6.2 The logo may only be used on materials that comply with brand standards.

6.3 The logo may not be altered, distorted, or used in unapproved colours.

6.4 External partners or contractors must receive approval from the Communications Division before using the Town logo.

6.5 Templates and design elements provided by the Communications Division must not be modified without authorization.

6.6 All promotional materials, clothing, or merchandise displaying the Town logo must follow approved brand standards, and any orders must be reviewed and approved by the Communications Division before production.

7.0 Accessibility Standards

7.1 The Town will make every reasonable effort to ensure all external communications meet WCAG 2.1 Level AA standards and reflect clear, inclusive, and plain-language communication.

8.0 Media Relations

8.1 The Mayor is the official spokesperson for the Town of Gander.

8.2 When the Mayor and Deputy Mayor are unavailable, the next available member of Council will serve as spokesperson.

8.3 For operational or technical media inquiries, the Mayor or CAO may authorize an employee or subject-matter expert to speak on behalf of the Town.

8.4 All media relations, including press releases, advisories, interview requests, and responses to media inquiries, are coordinated through the Communications Division.

9.0 Social Media Standards

9.1 Town social media accounts are official communication channels and must reflect the Town's values, professionalism, and approved brand and accessibility standards.

9.2 The Communications Division, with approval of the CAO, determines which social media platforms the Town uses and may add, modify, or discontinue platforms as needed.

9.3 Social media content must be factual, respectful, non-political, and aligned with the Town's tone of voice.

9.4 Comments on the Town's Facebook page remain disabled to support accurate and respectful communication.

9.5 Engagement on other social media platforms may be permitted when it supports a defined communication objective and can be appropriately monitored.

10.0 Departmental and Divisional Communications

10.1 Some Town departments may maintain their own public communication channels to support program or operational needs. Information shared must align with the Town's principles and values.

10.2 Department-run pages support program-level communication and are not considered official corporate platforms. With CAO approval, departments may operate social media pages; however, only corporate channels may use corporate branding. Program-level pages may share program updates only and must use non-corporate visual identities.

10.3 The Town website serves as the primary source of official information for residents and must be used for corporate updates, public notices, service information, forms, and key community resources.

10.4 Department-run channels must not present information as corporate or Council announcements.

11.0 Texting Notification System

11.1 The Town uses a text notification system to share public information, alerts, reminders, and notices directly with residents.

11.2 An Operating Procedure outlines the detailed process for scheduling, approval, and message formatting. All staff using the system must follow that procedure.

Crisis and Emergency Communications

12.1 During emergencies, public communications are coordinated through the Emergency Operations Centre (EOC) in alignment with the Emergency Management Plan, with the Communications Division providing updates under the direction of the CAO or EOC Lead.

13.0 Intergovernmental Communications and Protocol

13.1 Routine administrative communication between Town staff and their counterparts in provincial, federal, or regional agencies for day-to-day operational purposes may occur as needed. However, any communication that is public-facing, strategic, formal, or represents an official Town position must be coordinated through the Communications Division and approved by the CAO.

13.2 When participating in joint events or announcements, the Town will follow its brand and accessibility standards while respecting partner protocols.

14.0 Speaking Engagements and Ceremonial Protocol

14.1 As per the Towns and Local Service Districts Act, the Mayor is the presiding officer of the Town Council and the official head of the Town for all ceremonial purposes.

14.2 When the Mayor is unavailable, the Deputy Mayor assumes these ceremonial duties.

14.3 Requests for proclamations, observances, or ceremonial actions are reviewed on a case-by-case basis to ensure they align with Town values, legislative requirements, and corporate communication priorities. The Town reserves the right to decline any request.

14.4 Staff speaking on behalf of the Town at conferences, panels, workshops, or other external events must coordinate their participation through the Communications Division and receive approval from the CAO to ensure consistent and accurate messaging.

15.0 Advertising and Public Notice Protocol

15.1 The Town of Gander uses advertising and public notices to inform residents about programs, services, opportunities, and decisions that impact the community.

15.2 Advertising and public notices must follow the Town's brand, tone, and accessibility standards.

15.3 The Town will advertise when required by legislation or when directed by the CAO - including public hearings, tenders, bylaws, budget consultations, and official notices.

15.4 Advertising may also be used to promote Town programs, initiatives, and engagement opportunities. The Communications Division works with departments to develop and coordinate these materials as needed.

15.5 Communications priorities will support and reflect Council's strategic plan and the Town's organizational goals.

16.0 Marketing and Promotion

16.1 All materials must follow the Town of Gander Brand Standards, accessibility standards, and tone of voice.

16.2 The Communications Division oversees marketing and promotional efforts and collaborates with departments to ensure alignment with Town priorities, brand standards, and approved messaging.

16.3 The CAO will provide approval for major campaigns or initiatives that involve significant budget, partnership, or reputational considerations.

Statement of Jurisdiction

Town of Gander is obligated to comply with all relevant policies, acts, regulations, and legislations that govern municipal operations. It is imperative to note that the Town does not possess the authority to supersede mandates established by higher levels of government. If conflicts arise between Municipal, Provincial or Federal Acts/Regulations, the higher level of jurisdiction will prevail.

Appeals/Review Process

Appeals that are eligible to be heard by the Central Newfoundland Regional Appeal Board may be submitted to URPA.Appeals@gov.nl.ca. For complete information, please visit <https://www.gov.nl.ca/mpa/for/appeals/>.

Council may hear requests for internal review and additional appeal methods may be made available through Policy of Council or other judicial processes.

APPENDIX A

POLICY AMENDMENTS AND RESOLUTIONS OF COUNCIL

Amendments and Resolutions

Policy Adopted	Date:	Resolution:
Date:	Date:	
Date:	Date:	

APPENDIX B
AMENDMENT FORM

DRAFT



Town of Gander
100 Elizabeth Drive
Gander, NL A1V 1G7
Ph: (709) 651-5909

**TOWN COUNCIL OF GANDER
2026 Meeting Schedule**

Regular Meeting of Council

Every 3rd Wednesday, starting January 21, 2026 – June 17, 2026, @ 4:00 pm

Summer Schedule

July 15, 2026 - 4:00 pm

August 12, 2026 - 4:00 pm

Meetings will resume every 3rd Wednesday on September 2, 2026 @ 4:00 pm

Committee of the Whole

Every 3rd Tuesday commencing January 13, 2026

Every 3rd Wednesday commencing January 14, 2026

Summer Schedule

July 7, 2026

July 8, 2026

August 4, 2026

August 5, 2026

Meetings will resume every 3rd Tuesday on August 25, 2026

Meetings will resume every 3rd Wednesday on August 26, 2026

Additional meetings, including Special Meetings of Council will be called as necessary.

ACTION PLAN

Action Plan Title: Integrated Pest Management – Rodent Control Action Plan

Lead Department: Public Safety and Protective Services

Supporting Departments: Planning and Public Works, Communications, and Governance and Legislative Services

Prepared by: Town of Gander Management Team

Date: January 9, 2026

Prepared for: Council

Council Direction (if applicable): Direction to address reported rodent activity through a coordinated, sustainable, and community-wide approach.

1. Overview

This Action Plan outlines a coordinated and phased approach to reducing rodent activity in the Town of Gander through Integrated Pest Management (IPM).

The plan combines education, prevention, targeted pest control, waste management improvements, municipal maintenance, and regulatory tools. Its intent is to address rodent activity sustainably by aligning municipal actions with resident and business responsibilities, while allowing flexibility to adjust actions as implementation progresses.

2. Background

The Town of Gander has received an increasing number of reports related to rodent activity in parts of the municipality.

Based on service request trends, staff observations, and recognized pest management best practices, contributing factors may include waste storage practices, property maintenance conditions, construction activity, and the availability of food and shelter sources.

3. Objectives

The objectives of this Action Plan are to:

1. Increase awareness of rodent prevention practices
2. Improve coordination of pest control efforts
3. Reduce attractants through waste and clean-up initiatives
4. Establish clear property standards
5. Support improved conditions over time

4. Key Performance Indicators (KPIs)

KPIs describe how progress will be measured. They should be simple, and measurable.

Objective	KPI	Target
1. Increase awareness of rodent prevention practices	<ul style="list-style-type: none">• Education materials developed and distributed• Rodent prevention webpage launched and maintained• Website page views and downloads (trend-based, not target-based)	<ul style="list-style-type: none">• Yes/no• Yes/no• Trend monitored (no fixed target)
2. Improve coordination of pest control efforts	<ul style="list-style-type: none">• Pest control contract in place• Public-area treatment locations identified• Regular contractor reports received	<ul style="list-style-type: none">• Yes/no• Yes/no• Yes/no
3. Reduce attractants through waste and clean-up initiatives	<ul style="list-style-type: none">• Automated operations at the Waste Transfer Station commissioned• Waste Transfer Station participation levels• Volume of waste collected during Community Green & Clean Week	<ul style="list-style-type: none">• Yes/no• Year over year comparison• Reported annually

	<ul style="list-style-type: none"> Number of participants in Community Green & Clean Week 	<ul style="list-style-type: none"> Year over year comparison
4. Establish clear property standards	<ul style="list-style-type: none"> Community Standards By-Law developed Council adoption date Number of education-first compliance interactions 	<ul style="list-style-type: none"> Yes / no Adoption date Tracked annually
5. Support improved conditions over time	<ul style="list-style-type: none"> Rodent-related complaints Identification of hotspots or recurring locations 	<ul style="list-style-type: none"> Tracked quarterly Trend analysis included in reporting

5. Actions

Actions should describe specific work to be carried out. Each action must have one clearly identified lead.

Action	Lead	Support	Timeline	KPI
Develop a project-specific Communications Plan	Communications	Planning and Public Works and Public Safety and Protective Services for information	Phase 1 (Q1 2026)	Communications Plan completed (Yes/No)
Deliver rodent prevention education to residents and businesses	Communications	Planning and Public Works and Public Safety and Protective	Phase 1–Ongoing	Communications Plan completed (Yes/No)

(webpage, printed materials)		Services for information		
Engage professional pest control provider for public areas	Planning and Public Works	Management Team	Phase 2 (Spring 2026)	Pest control contract in place (Yes/No)
Identify and treat priority public locations using IPM methods	Planning and Public Works	Pest Control Contractor	Phase 2–Ongoing	Public-area treatment locations identified; Contractor reports received
Integrate rodent prevention into capital road projects	Planning and Public Works	Pest Control Contractor	Ongoing	Capital road projects implemented pest control prior to start
Implement automated operations at the Waste Transfer Station	Planning and Public Works	Waste Management	2026 construction season	Automated operations commissioned (Yes/No)
Maintain parks, drains, and public spaces to reduce rodent habitat	Community Services	Planning and Public Works	Q2 2026	Maintenance activities completed as scheduled
Plan and deliver Community Green & Clean Week	Community Services	Communications	Q2 2026	Number of participants; Volume of waste collected
Develop Community Standards By-Law related to property maintenance	Governance and Legislative Services	By-Law Enforcement, Legal, and Planning and Public Works	2026	By-Law developed; Council adoption date
Monitor rodent-related service	Communications	Planning and Public Works and Public	Quarterly	Service requests tracked; Hotspots identified

requests and identify trends		Safety and Protective Services		
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6. Governance and Reporting

Internal Monitoring

Progress will be monitored through:

- Regular coordination between lead and supporting departments
- Review of key performance indicators and service request trends
- Contractor reporting related to pest control activities
- Ongoing assessment of operational conditions and emerging issues

The Management Team will review progress and adjust actions, sequencing, or scope as required to ensure the plan remains effective and responsive.

Reporting

- Progress updates will be provided internally as part of routine management reporting.
- A summary of activities, outcomes, and key trends will be included in an annual update to Council, as appropriate.
- Relevant outcomes will be reflected in year-end reporting