



## Ad-Hoc Grand Trunk Renewal Committee

<b>Working Group:</b>	<b>Communications</b>
<b>Report Date:</b>	<b>October 16, 2024</b>

### **Requested Committee Direction:**

Outline of action requested of the Committee, for example, a motion to endorse a recommended course of action.

OR

### **The report is for information only.**

### **Discussion Points:**

Outline of points of discussion for the Committee (if applicable).  
Include any previous direction provided by the Committee.

### **Overview of Previous Month:**

Summary of work undertaken during the previous month.

Thanks in part to coordination by the Partnership Working Group the Communications Working Group continues to speak to service clubs. John Kastner, along with Herb Klassen, recently spoke to the Kinsmen and the other result of this event was feedback about what a service club might like to see as part of the Grand Trunk Renewal.

There are two more dates set for service club meetings. At the most recent Working Groups chair meeting there was discussion about new and innovative ways to reach the public. Andrew Hilton and John Kastner, along with Melanie Hare and Emily Robson, plan to meet to discuss new strategies.

Once there is clearance to go into The Shops building itself, instead of going to meet service clubs we may circle back and offer small tours of the building. The Communications Working Group will also play a role in the activation of the GTR site but are waiting for a report and recommendations from the City regarding getting into the building on a regular basis for tours or public events.

Finally, the Communications Working Group will report to City Council at the November meeting – looking for support to pursue steam engine 6218.

Finally, there is ongoing maintenance taking place on the GTR portion of the website. The plan is to further amplify the virtual walkthrough as well as update the site with the recently approved guiding principles.

**Overview of Upcoming Month:**

Summary of work anticipated for the upcoming month.

<b>Item #</b>	<b>Item/Action</b>	<b>By Whom</b>	<b>By When</b>
<b>1</b>	Update the FAQs as well as the speaking points for the AdHoc committee to reflect current situation. An ongoing process as the situation changes and evolves.	JK/AH	current
<b>2</b>	Further leverage a couple of current assets. The timeline panels at the Grand Trunk Renewal physical site as well as amplification of a virtual walkthrough of the building that was commissioned by Steve Cooper.	JK/AH	ASAP
<b>3</b>	Play a role in the activation of the GTR site.	JK/AH	End of month