TOWN OF FARO

MINUTES
Special Council Meeting
November 4, 2026, at 9:00 a.m.
Council Chambers

1 CALL TO ORDER

Mayor Bowers called the meeting to order at 9:05 a.m.

2 ROLL CALL

Mayor Jack Bowers, Councillor Gary Jones, Councillor Michelle Vainio, Councillor Neil Yee, Chief Administrative Officer Kimberly Watson and Robyn Burns, Merren Communications

3 DISCLOSURE OF PECUNIARY INTEREST

None declared.

4 MATTER(S) FOR WHICH SPECIAL MEETING WAS CALLED

4.1 Council Communications Training

Robyn Burns introduced herself, her background in media and the purpose of her session today. Council members introduced themselves and their experience in addressing the public and the media.

The session is intended to cover various topics about media and public communications, what to consider when speaking, interview tactics and post-comment recovery and relationships.

Robyn presented information on:

- The current media landscape in the Yukon
- Recognition of the relationship between objective journalism and democracy in creating a well-informed public
- The importance of using media to build public trust while recognizing your rights in the midst of the interview to ensure that your message is accurately delivered. This can include an internal process to record your interviews to be able to prove that the record accurately reflects the story and correct the story if need be.
- Council discussed local and regional media coverage and the importance of the accuracy of the information of the data.
- Examples of interviews were reviewed including good news and controversial reporting, in-person versus phone interviews, and the differences between speaking to as opposed to at the interviewer

Council took a short recess at 10:45 am

Council returned to the meeting at 11:00 am

The presentation continued with information and discussions on:

- Speaking so others will want to listen
  - Complaining, excuses and playing a blame game in public
  - Speaking with HAIL – Honesty, Authenticity, Integrity, Love
  - Register, Timbre, Prosody, Pace, Silence, Pitch, Volume
  - Creating and consuming sound consciously
- What to do when the Media Calls
- Changing landscape of media
- What's off the record?
- Preparing to deliver a message and differences between social media message compared to a short verbal response
- Local communication planning
- Prepare in advance for a media interview and request support from the CAO so you have the information you need to provide high-quality information
- The importance of actively listening when the media is asking questions in an interview

CAO Watson left the meeting at this point.

Council thanked Robin for her presentation and noted that they were looking forward to their individual training sessions.

5 ADJOURNMENT

Resolution No. 26-364 Jones, Yee

RESOLVED THAT the November 4, 2026, Special Meeting of Council be adjourned at 1:06 p.m.

Approved at the Regular Meeting of
Council held on November 17, 2026, by
Resolution # 26-310

Jack Bowers, Mayor

Kimberly Watson, CAO