

	Public Image	
	Policy Type:	Executive Limitation
	Number:	EL-B-2.1
	To be Reviewed:	Once per term
	Approval Date:	April 26, 2021
	Motion Number:	21.C.167
	Revised Date(s):	

Policy Statement:

This policy identifies what types of decisions and actions the Chief Administrative Officer (CAO), and or designates **may not do** in order to achieve Council’s Ends.

These limitations set boundaries regarding the protection of the Town’s public image as to what means to achieve the Ends **would be unacceptable** even if the means worked.

The CAO will not endanger the Town’s public image, credibility, integrity, or its ability to accomplish Council stated Purposes.

Further, without limiting the scope of the above statements by the following, the CAO shall not:

1. Permit presentations to be made to the media which are contrary to Council positions.
2. Engage in any form of support, marketing, or promotion of alcohol, vaping, tobacco or cannabis products, pornography, weapons, stereotyping, or denigration of individuals or groups.