

File No.: 2026-572

August 11, 2026

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of June 26, 2026 under the ***Freedom of Information and Protection of Privacy Act*** for:

Regarding the Strategic Comms and Media Approval Pathways meeting on January 26, 2026 (as mentioned in Jessie Adcock's calendar) and subsequent meetings on the topic, records of presentations, reports, and memos about Media Approval Pathways, including, but not limited to, any recommendations and lists of approvals and rejections. Records sought are held or generated by Jessie Adcock, Taunya Geelhoed, and Tobin Postma. Date range: January 26, 2026 to May 26, 2026.

All responsive records are attached. Some information in the records has been severed (blacked out) under s.15(1)(l) of the Act. You can read or download this section here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00.

Under Part 5 of the Act, you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your FOI request by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (2026-572); 2) a copy of this letter; 3) a copy of your original request; and 4) detailed reasons why you are seeking the review.

Yours truly,

Kevin Tuerlings, FOI Case Manager, for

[Signed by Kevin Tuerlings]

Siân Madsen, MA, MAS
Acting Director, Access to Information & Privacy

If you have any questions, please email us at foi@vancouver.ca and we will respond to you as soon as possible. You may also contact 3-1-1 (604-873-7000) if you require accommodation or do not have access to email.

Encl. (Response package)

:kt

From: "Qereshniku, Natasha" <Natasha.Qereshniku@vancouver.ca>
To: "Smith-Valade, Renee" <Renee.Smith-Valade@vancouver.ca>
"Adcock, Jessie" <Jessie.Adcock@vancouver.ca>
"Pontikis, Maria" <Maria.Pontikis@vancouver.ca>
"Freek, Chris" <Chris.Freek@vancouver.ca>
"Geelhoed, Taunya" <Taunya.Geelhoed@vancouver.ca>
"Postma, Tobin" <Tobin.Postma@vancouver.ca>
CC: "Mathany, Erin" <Erin.Mathany@vancouver.ca>
"Sun, Elayne" <Elayne.Sun@vancouver.ca>
Date: 2/5/2026 11:36:19 AM
Subject: RE: Follow-up re Monday's Strat Comms & Media Approvals Pathways meeting

Thanks Renee and noted.

@Pontikis, Maria and @Freek, Chris, can you please let me know by **end of week** if any interest regarding #4 in my email below, to offer the Coms Manager opportunity internally within CEC? We will have to post a Notice of Intent To Contract asap for an external if this is not an option as the team is very underwater these days.

For all:

- Approvals Matrix: I'd like to land this as we would need to socialize with Karen to shift and I think she may have feedback as well. Please let me know if any questions /concerns.
- Media inquiry criteria: If we are aligned on this, that would mean we would not be responding to all inquiries which would be visible in the closed calls M&C see every day. I think we would need to socialize our determined approach at that level to get ahead of questions. Would appreciate your thoughts on the mode for this.

Please let me know for **early next week** on this one, given the internal engagement we'd have to do to put these into practice.

Thanks,
Natahsa

From: Smith-Valade, Renee <Renee.Smith-Valade@vancouver.ca>
Sent: Thursday, February 5, 2026 9:49 AM
To: Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Adcock, Jessie <Jessie.Adcock@vancouver.ca>; Pontikis, Maria <Maria.Pontikis@vancouver.ca>; Freek, Chris <Chris.Freek@vancouver.ca>; Geelhoed, Taunya <Taunya.Geelhoed@vancouver.ca>; Postma, Tobin <Tobin.Postma@vancouver.ca>
Cc: Mathany, Erin <Erin.Mathany@vancouver.ca>; Sun, Elayne <Elayne.Sun@vancouver.ca>
Subject: RE: RE: Follow-up re Monday's Strat Comms & Media Approvals Pathways meeting

Natasha, thank you for this comprehensive summary of the discussion and some great slides to illustrate processes. I've reviewed the deck through and will do so once again this morning then send thoughts and feedback. Thanks for your patience!

Renee

From: Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Sent: Wednesday, January 28, 2026 4:20 PM
To: Adcock, Jessie <Jessie.Adcock@vancouver.ca>; Pontikis, Maria <Maria.Pontikis@vancouver.ca>; Freek, Chris <Chris.Freek@vancouver.ca>; Smith-Valade, Renee <Renee.Smith-Valade@vancouver.ca>; Geelhoed, Taunya <Taunya.Geelhoed@vancouver.ca>; Postma, Tobin <Tobin.Postma@vancouver.ca>
Cc: Mathany, Erin <Erin.Mathany@vancouver.ca>; Sun, Elayne <Elayne.Sun@vancouver.ca>
Subject: RE: Follow-up re Monday's Strat Comms & Media Approvals Pathways meeting

Hi everyone,

Thanks for the in-depth discussion on Monday regarding Strategic Comms and Media Approvals Pathways.

Regarding my action items/takeaways, I have created some slides for feedback to confirm we are aligned on where the discussion landed. Please see below for key items for your review/input. Once finalized, the HC MarComm team will use these as our guide for future processes and approvals.

Please see  [this presentation](#) for the following:

1. **Approvals and Awareness Matrix for HC Comms:** Includes inventory of HC Comms approval pathways. Noting the coms channels have been quite autonomous and this has worked very well so not something we see as needing improvement at this time. Focus would be on the coms products and media inquiries.
Is there anything missing or areas where we could streamline even more?
2. **Media Inquiry Criteria Pathways:** Meant to serve as a quick evaluation tool for HC Comms to use to determine what we respond to, in what way/format and by what timeframe, as well as to provide the rationale on when not to respond. The idea being if stage 1 is high to media reach and a topic we want to gain coverage on, or a benefit to our aims, we move to stage 2 and then respond.
Are there any other considerations we may want to layer in? Any concerns on this approach?
3. **Weekly Stakeholder and Comms Partners Product:** Aim was to reflect what we discussed re a new comms product for stakeholders to ensure awareness.
Who is missing on the distribution? Are there any content sections we missed?
4. **COV (CEC) Comms Wish List:** I have captured those areas we are already working together on re staff supports for during tournament (JIC and media centres). I have also reflected the occasional support from the media team which we would like to continue to tap and then one additional resource we feel could be a great opportunity for a CEC staffer for your consideration. For awareness, there are other roles we are bringing on via contractor/agency for event and marketing support, crisis comms writing, media centre logistics (operational) and tournament-time content creation.
Chris/Maria – please note the comms manager role we are looking to fill and consider if this would be an opportunity which CEC folks may want to go at? There are a lot of nuances/City specific onboarding we could be saved by bringing someone in internally vs external but recognize there are a lot of moving parts to manage re resourcing in the current environment.

@Adcock, Jessie, please advise on best approach to socialize updates specifically around approvals matrix and media inquiry criteria (once finalized).

Thanks all in advance for your thoughts and feedback.



Natasha Qereshniku (she/her)
Communications, PR and Partnerships Lead
FIFA World Cup 2026™ Vancouver Host Committee

City of Vancouver

s.15(1)(l)

| Natasha.Qereshniku@vancouver.ca

VancouverFWC26.ca

I am grateful to work on the traditional, ancestral and unceded territories of the xʷ mə θ kʷ ə yə m (Musqueam), Sk̓ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) nations.

From: "Qereshniku, Natasha" <Natasha.Qereshniku@vancouver.ca>
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"Freek, Chris" <Chris.Freek@vancouver.ca>
"Smith-Valade, Renee" <Renee.Smith-Valade@vancouver.ca>
"Geelhoed, Taunya" <Taunya.Geelhoed@vancouver.ca>
"Postma, Tobin" <Tobin.Postma@vancouver.ca>
CC: "Mathany, Erin" <Erin.Mathany@vancouver.ca>
"Sun, Elayne" <Elayne.Sun@vancouver.ca>
Date: 3/15/2026 2:38:17 AM
Subject: RE: Follow-up re Monday's Strat Comms & Media Approvals Pathways meeting

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Natasha Qereshniku (she/her)
Communications, PR and Partnerships Lead
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FWC26 Van Comms

Approvals and Awareness Matrix – FWC26 Van Comms

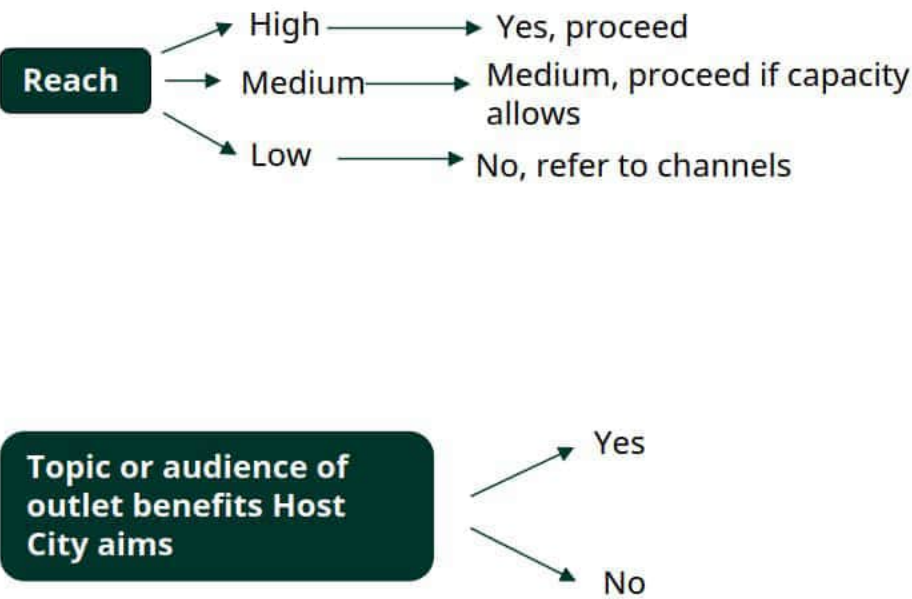


	NQ/ES/ SME	COV	JA	CF	KL	FIFA	Province	Partners
Comms products approvals								
News releases/Information bulletins	X		X	X		X		
Media advisories	X		X	X		X		
Mayor and Council notes	X		X		X			
Emerging issues notes for Mayor and Council	X		X	X	X			
Issues notes (internal)	X							
Media inquiries approvals								
Host Committee operations and progress	X		X					
City operations with a FIFA mention	X	X						
Partner business (i.e. Budget is province, stadium is PavCo)						Referral		
Partner collaboration	X						X	X
FIFA milestones (i.e. tickets, media accreditation)						Referral		
Comms channels approvals								
Social media posts	X							
Newsletter	X		X			X		
Website	X							
Awareness product								
Weekly closed calls, calendar, emerging issues (<i>*New product</i>)		X	X	X	X		X	X

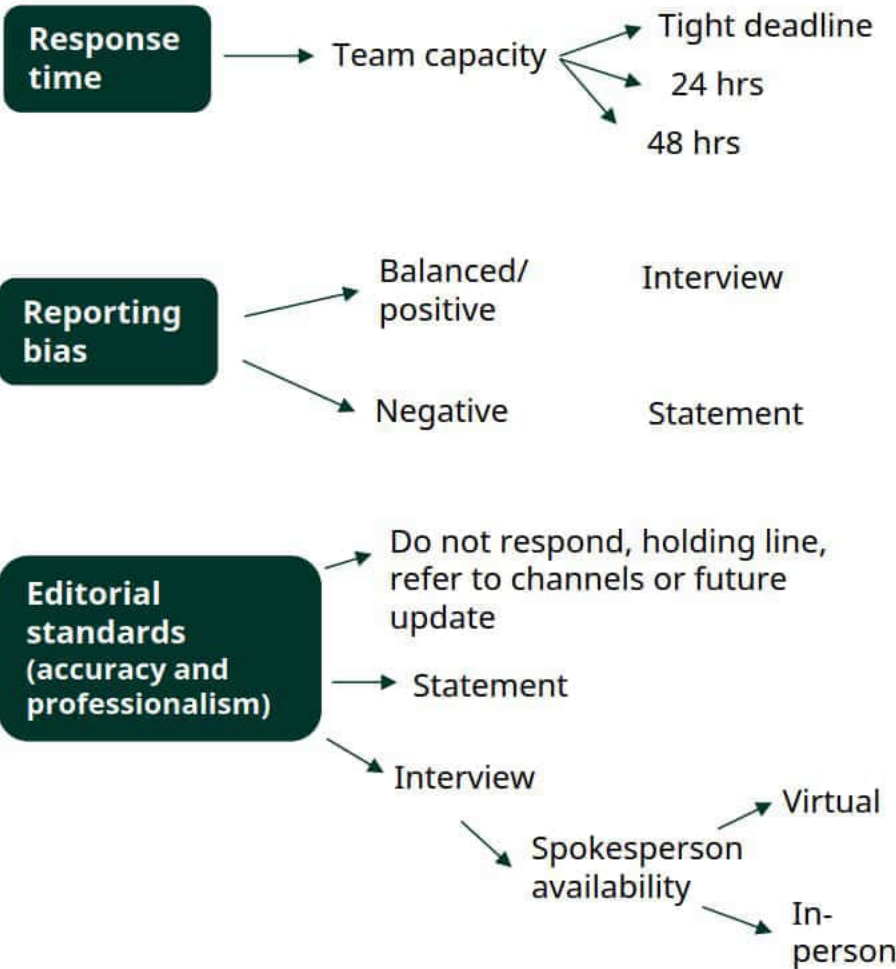
Media Inquiry Criteria Pathways



Stage 1



Stage 2



Response examples

Proceed, within 24 hr timeline via a virtual interview.

Do not proceed, notify media unable to accommodate request due to capacity or note when we will be sharing the information at a later date. Refer to channels to stay connected.

Proceed with a statement to meet tight deadline.

*NEW: Weekly Stakeholder and Comms Partners Product



- Distribution to include: M&C, CLT (?), Delivery partners (PavCo, YVR, MST, TransLink, Province – TACS & JEG, Park Board), Destination Marketing Partners, **other?**
- Format/time: Via email, content directly embedded within every Friday afternoon.
- Distributer: Host Committee Comms
- Templated sections to include:
 - Closed calls from the week (M to F by noon)
 - Milestone calendar view for upcoming week
 - Emerging issues
 - Partner asks/opportunities (i.e. support for amplification)