

COMMITTEE OF THE WHOLE SEPTEMBER 3RD, 2002

INFOCOM CANADA – REQUEST FOR DISTRIBUTION SITES

Recommendation

The Commissioner of Community Services recommends that:

Infocom Canada Business Consultants Inc. be permitted to distribute copies of the magazine, "This Is Vaughan - Sports, Recreation & Culture", in community centres within the City of Vaughan;

And that the Commissioner of Community Services monitor the sites to ensure that the distribution is done in an acceptable manner;

And that this initiative be evaluated after one year.

Purpose

The purpose of this report is to seek Council approval to allow City community centres to become distribution sites for copies of a new community interest magazine being published by Infocom Canada Business Consultants Inc.

Background - Analysis and Options

Infocom Canada Business Consultants Inc. has been recently established as a new business operating within the City of Vaughan. The company will be publishing a magazine which will feature people from Vaughan in a wide variety of activities in the areas of sports, recreation and culture. Many of the activities will actually take place in or through the Community Centres operated by the City. In addition, the publisher has expressed an interest in using a different program offered by the Community Services Department as the cover story of each issue. This will help promote the various programs and the people who are helping to organize them.

The publisher will be printing approximately 10,000 copies of the magazine each month. Whereas most of the people who participate in the programs which are covered in the magazine visit the community centers on a regular basis, it is felt that these sites will be the most appropriate locations from which to distribute the publication.

The company will place the magazines in display racks which are approximately 3 feet high and one foot wide. The racks will be kept stocked with magazines at all times and staff from Infocom Canada will regularly check to see that the rack is neat and organized. The location of the racks will be approved by the Commissioner of Community Services.

The Publishers of the magazine have provided the following information to support their request:

- Infocom Canada Business Consultants Inc. operates a business from within the boundaries of the City of Vaughan.
- All of the articles of interest will be about events which take place "within the City of Vaughan". There will be no articles included from neighbouring cities.
- All of the advertising space purchased within the publication will be promoting businesses which operate from within the City of Vaughan. The publication will not be promoting businesses from neighbouring cities.

- The cover story of each issue will be promoting some aspect of the Community Services Programs being offered by the City, and the cover story will be approved by the Commissioner of Community Services.
- The company will be responsible for maintaining attractive, unobtrusive display racks from which to distribute the magazines.
- All of the content will be positive in nature.
- The Commissioner of Community Services will have the authority to ask the company to remove the magazines and display racks at any time.

Conclusion

Based on the foregoing, it is recommended that Council grant permission to Infocom Canada Business Consultants Inc. to distribute copies of the magazine in accordance with terms and conditions which are acceptable to the Commissioner of Community Services

Attachments

None

Report prepared by:

G. Doris Haas
Commissioner, Community Services, Ext. 8501

Respectfully submitted,

G. Doris Haas
Commissioner, Community Services