

COMMITTEE OF THE WHOLE MARCH 22, 2011

HOLIDAY GREETING ADVERTISING PLACEMENT

Recommendation

The City Clerk, in consultation with the Director of Corporate Communications, recommends that:

- 1) In accordance with Section 9.2 of the Council Member Expense Policy (Policy 01.37) holiday greetings on behalf of the Mayor and all Members of Council be placed in the following publications for Easter/Passover: Vaughan Citizen/Liberal; Vaughan Weekly; Jewish Tribune, Lo Specchio, Corriere Canadese; and
- 2) That all holiday greeting advertising include Access Vaughan contact information and the City's web site address.

Contribution to Sustainability

N/A

Economic Impact

Holiday Greeting Advertisements are funded out of the Council Corporate Budget; the sum of \$7,840 for council greeting purposes has been included in the 2011 Council Corporate operating budget submission.

Communications Plan

Advertisements will be placed with the assistance of the Corporate Communications Department and the Purchasing Services Department.

Purpose

The purpose of this report is to facilitate Council's determination of holiday greeting advertisements in time for the Passover/Easter holidays, as is required by section 9.2 of the Council Members Expense Policy.

Background - Analysis and Options

Section 9.2 of Policy 01.37, the Council Member Expense Policy, provides in part:

"Holiday greetings and/or advertising on behalf of all Council Members. Advertising is not limited to any religion but is determined by Council in the appropriate local newspapers..."

Accordingly, a Council determination is required as to whether holiday greetings should be placed for the Passover/Easter holidays, and if so, in which local newspapers.

At present, the advertising placement schedule recognizes five significant events (Passover, Easter, Jewish New Year, Chanukah, Season's Greetings). Because of the upcoming holidays, a decision is required at this point in time to authorize advertisement placements for the Passover/Easter holidays. A further report will be submitted once the 2011 operating budget has been determined with recommendations for further holiday greeting placements.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the strategic goals and objectives of Vaughan Vision 2020, particularly:

- Preserve Our Heritage & Support Diversity, Arts and Culture

Regional Implications

N/A

Conclusion

A decision by Council is required at this time in order that holiday greetings may be placed in time for the Passover / Easter holidays.

Attachments

None.

Report prepared by:

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Respectfully submitted,

Jeffrey A. Abrams
City Clerk