

CITY OF VAUGHAN
REPORT NO. 11 OF THE
SPECIAL COMMITTEE OF THE WHOLE
(WORKING SESSION) (2)

*For consideration by the Council
of the City of Vaughan
on March 23, 2009*

The Special Committee of the Whole (Working Session) met at 11:15 a.m., on February 27, 2009.

Present: Councillor Sandra Yeung Racco, Chair
 Regional Councillor Joyce Frustaglio
 Regional Councillor Mario F. Ferri
 Regional Councillor Gino Rosati
 Councillor Tony Carella
 Councillor Bernie Di Vona
 Councillor Peter Meffe
 Councillor Alan Shefman

The following items were dealt with:

1 **CITY PAGE ADVERTISING AND NOTIFICATION OPTIONS**
 Referred Item (Item 5, CW(WS) Report No. 9)

The Special Committee of the Whole (Working Session) recommends:

- 1) **That the recommendation contained in the following report of the Director of Corporate Communications, dated February 23, 2009, be approved;**
- 2) **That notices of what categories of information can be found on the City's website continue to be published to the end of the year;**
- 3) **That \$15,000 be allocated for advertising in LoSpecchio;**
- 4) **That staff be directed to report back by the end of July 2009, on any new marketing opportunities presented by the local media to enhance city-wide communications;**
- 5) **That the memoranda from the Director of Corporate Communications, dated February 27, 2009, and the Solicitor, dated February 19, 2009, be received;**
- 6) **That the deputation of Mr. Robert Falbo, Director of Advertising and Distribution, Vaughan Citizen, 8611 Weston Road, Suite 29, Vaughan, L4L 9P1, and submissions, be received; and**
- 7) **That the deputation of Mr. Don Bettger, Director of Group Sales, Vaughan Today, 101 Wingold Avenue, Toronto, M6B 1P8, be received.**

Recommendation

**REPORT NO. 11 OF THE SPECIAL COMMITTEE OF THE WHOLE (WORKING SESSION) (2)
FOR CONSIDERATION BY COUNCIL, MARCH 23, 2009**

Committee of the Whole (Working Session), at its meeting of February 23, 2009, recommended the following:

That this matter be referred to a Special Committee of the Whole (Working Session) meeting to be held on February 27, 2009, immediately following the Special Committee of the Whole (Working Session) meeting that is scheduled for February 27, 2009 at 10:00 a.m.

Report of the Director of Corporate Communications, dated February 23, 2009

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

1. That Council approve the use of the City's website as the primary communications vehicle for City Page advertisements, including statutory notices; and
2. That the practice of publishing City Page advertisements in a print format, placed as paid weekly advertising with local newspapers, be discontinued; and
3. That a transition period of four months from Council approval of this program be implemented, during which time City Page advertisements will continue to be published in local papers and overlap the launch of the new website feature.

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The meeting adjourned at 1:41 p.m.

Respectfully submitted,

Councillor Sandra Yeung Racco, Chair