Agenda – Council – June 20, 2007

Report - Secretariat Committee – May 14, 2007

Item 1 Use of City of Winnipeg Crest by Councillors
File GK-1

SECRETARIAT COMMITTEE RECOMMENDATION:

On May 14, 2007, the Secretariat Committee considered the above matter and recommends to Council:

1. That the Council Policy on Use of the City's Name, Logo or Property (C336) be amended to:

   A. Authorize the use of the City Crest by Councillors for personal Ward communication purposes; and

   B. Delegate the authority to approve the use of the City Crest for other purposes to the Secretariat Committee, except in the case of fund raising, which would continue to require the approval of the Executive Policy Committee.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Secretariat Committee – May 14, 2007

DECISION MAKING HISTORY:

SECRETARIAT COMMITTEE RECOMMENDATION:

On May 14, 2007, the Secretariat Committee recommended

1. That the Council Policy on Use of the City's Name, Logo or Property (C336) be amended to:

    A. Authorize the use of the City Crest by Councillors for personal Ward communication purposes; and

    B. Delegate the authority to approve the use of the City Crest for other purposes to the Secretariat Committee, except in the case of fund raising, which would continue to require the approval of the Executive Policy Committee.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing,

and submitted the matter to Council

RE: Use Of City Of Winnipeg Crest By Councillors

FOR SUBMISSION TO: Executive Policy Committee

ORIGINAL REPORT SIGNED BY: City Clerk

REPORT DATE: May 10, 2007

RECOMMENDATION(S):

That the Council Policy on Use of the City's Name, Logo or Property (C336) be amended to:

1) authorize the use of the City Crest by Councillors for personal Ward communication purposes; and

2) delegate the authority to approve the use of the City Crest for other purposes to the Secretariat Committee, except in the case of fund raising, which would continue to require the approval of the Executive Policy Committee.

Report Summary

Reason for the report:

The City Clerk has been requested by Councillors to provide clarification on the use of the City Crest for uses other than that allowed by the Council Policy C336.

Implications of the Recommendation(s):

General Implications

X None

☐ For the organization overall and/or for other departments

☐ For the community and/or organizations external to the City

☐ Involves a multi-year contract

Comment(s):

Policy implications

X No

☐ Yes

Comment(s):

Environmental implications

X No

☐ Yes

Comment(s):

Human Resources implications

X No

☐ Yes

Comment(s):

Financial Implications

X Within approved current and/or capital budget

☐ Current and/or capital budget adjustment required

Comment:

Report

History and Discussion:

The City Crest is a registered trade mark solely for use by the Corporation of The City of Winnipeg. As such, it may not be used in any form or manner by any other person or organization without the express permission of the City. Any use of the name "City of Winnipeg", or of the City Crest, Coat of Arms or City property is governed by Council Policy. The Policy on Use of Corporate Name and Logo, adopted by Council on January 22, 1992, is attached (Appendix "A").

On December 13, 2000, Council directed that Executive Policy Committee review the City's Visual Identity. This resulted in the creation of the new City Logo and Accompanying Visual Identity Guidelines. Usage of the crest was not addressed. Under Council Policy, the Mayor is authorized to grant permission to private individuals, organizations, corporations and others to use the City's Coat of Arms and Crest in conjunction with the name of the City of Winnipeg, for souvenir, fund raising, or other purposes, on such brochures or other articles as he may consider appropriate for the purpose. The Policy further states that Councillors wishing to use the City's name, logo, crest or property for fund raising or other purposes, must first obtain the approval of the Executive Policy Committee.

In accordance with the policy, Executive Policy Committee, on July 20, 1993, approved the use of the City of Winnipeg Crest on business cards for Councillors' Assistants. To ensure a standardized letterhead format for Councillors' Ward communication purposes, the Secretariat Committee, on October 7, 1993, adopted the Policy on Standardized Letterhead for Members of Council.

Councillors have requested clarification of the intent of the Council Policy which requires approval from the Executive Policy Committee for the use of the City Crest by Councillors for "other purposes".

As elected representatives of the City of Winnipeg, Councillors should have an inherent right to use the corporate logo for internal and external communication purposes, which includes communication with Ward residents.

In addition to using corporate letterhead and business cards, Councillors use various forms of communication to inform/contact Ward residents, including newsletters, news releases, brochures, information/greeting cards, advertisements, certificates and souvenir items. Upon interpretation of Council Policy C336, it would seem that these forms of personal Ward communication would require the approval of the Executive Policy Committee, as use of the City Crest would be for "other purposes".

Since the responsibility of the Secretariat Committee is to act as a governing body of Council in establishing policies relating to Council activities, it would be appropriate that the Secretariat Committee provide clarification of the intent of Council Policy C336 by establishing guidelines for the use of the City Crest by Councillors for personal Ward communication purposes. This would allow Councillors more latitude in preparing communications, while ensuring proper decorum is followed at all times. These guidelines should include the requirement for the identification of the Councillor's name and the Ward they represent, as well as acceptable forms of communication. While Councillors are acutely aware of the implications of using the City Crest for election purposes, a statement denouncing its use should be stated in the Policy.

In the event that the purpose was outside the scope of established guidelines and in keeping with the responsibility of the Secretariat Committee of establishing policies relating to Council activities, the policy could be amended to delegate the authority to approve the use of the City Crest for other purposes to the Secretariat Committee.

With respect to fund raising, approval for the use of the City Crest for this purpose should remain the responsibility of the Executive Policy Committee, to ensure accountability for funds raised from projects and public disclosure of such information, in accordance with the current policy.

The Council Policy on Use of the City's Name, Logo or Property (C336) should therefore be amended, to reflect the following guidelines:

1) That the use of the City Crest be authorized for Councillors' personal Ward communication purposes, providing both the Councillor's name and the Ward they represent are identified, and the form of communication is comparable, and yet not limited, to the following:

    - letters/newsletters/news releases/brochures
    - information/greeting cards
    - advertisements
    - certificates
    - souvenir items

2) That the City Crest not be used by Members of Council for for election purposes.

3) That, in the event the purpose is outside the scope of established guidelines, Councillors first obtain approval of the Secretariat Committee.

IN PREPARING THIS REPORT THERE WAS CONSULTATION WITH, AND CONCURRENCE BY:

Council Secretariat
Mayor’s Office
City Clerk’s Department

THIS REPORT SUBMITTED BY:

City Clerk’s

Prepared by: Richard Kachur (2428)
File No.

Financial Impact Statement

Date:

Project Name:

First Year of Program

	0	1	2	3	4
Capital					
Capital Expenditures Required		$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
External	-	-	-	-	-
Grants (Identify)	-	-	-	-	-
Reserves, Equity, Surplus, Other	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery		-	-	-	-
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments:

"Original signed by"
Marc Lemoine
Deputy City Clerk