Minute No. 443
Report – Executive Policy Committee – June 5, 2013

Item No. 5 Responsible Winnipeg Campaign – Expenditures

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That in response to the Council Motion of May 29, 2013, the attached estimated costs for the advertising campaign for Responsible Winnipeg be provided as information.

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

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DECISION MAKING HISTORY:

Moved by His Worship Mayor Katz,
That the recommendation of the Executive Policy Committee be adopted.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On June 5, 2013, the Executive Policy Committee provided as information the attached estimated costs for the advertising campaign for Responsible Winnipeg in response to the Council Motion of May 29, 2013, and forwarded the matter to Council.

Further on June 5, 2013, the Executive Policy Committee received a communication dated June 5, 2013 from David M. Sanders in support of the Council Motion of May 29, 2013 with respect to Responsible Winnipeg Campaign – Expenditures.

COUNCIL DECISION:

On May 29, 2013, Council ruled automatic referral of the following motion to the Executive Policy Committee:

Moved by Councillor Havixbeck,
Seconded by Councillor Smith,

WHEREAS the Mayor and Deputy Mayor authorized $90,000 to lobby other Councillors to support the golf course outsourcing initiatives through a website called Responsible Winnipeg, which in fact, was the City of Winnipeg;

THEREFORE BE IT RESOLVED THAT Council be provided a detailed accounting within 60 days that provides a list all expenditures made to Direct Focus and other payees, and a detailed list of all expenses of Direct Focus, including their sub-contractors such as newspapers, radio, billboards and amounts.

Estimated Costs for Advertising Campaign

Winnipeg Free Press	$18,120.30
CJOB	$2,131.00
CITI	$1,354.00
BOB FM	$1,679.21
CFQX FM	$872.00
Bus Sign Production	$5,950.20
Bus Sign Installation (City of Winnipeg)	$200.00
Pattison (Bus Media & Portage Board)	$6,900.00
Direct Focus	$3,146.00
Radio Production	$3,011.00
Video Production	$6,000.00
Facebook	$2,021.00
Google	$1,207.00
Direct Focus - Creative	$10,000.00
Direct Focus - Microsite	$7,000.00
	$69,591.71