

Minutes – Executive Policy Committee – April 28, 2020

REPORTS

Item No. 4 Report on Advertising Revenue

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee concurred in the recommendation of the East Kildonan-Transcona Community Committee and directed the Winnipeg Public Service to report back within 60 days on the following:

1. Contracts issued for advertising on public land, including contract length, value return to general revenue and indication if the contract was awarded under competitive bid, for the following:
 - A. Transit Benches
 - B. Transit Bus Shelters
 - C. Digital billboards

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DECISION MAKING HISTORY:

Moved by Councillor Gillingham,

That the recommendation of the East Kildonan-Transcona Community Committee be concurred in.

Carried

Mark Cohoe, Executive Director, Bike Winnipeg, submitted a communication dated April 28, 2020, with respect to the matter.

COMMUNITY COMMITTEE RECOMMENDATION:

On March 10, 2020, the East Kildonan-Transcona Community Committee passed the following motion:

WHEREAS details are sometimes difficult to determine where items are approved and transactions coordinated;

AND WHEREAS zoning sometimes creates unbalanced abilities for unique revenue streams for one business over an opportunity to compete for others;

THEREFORE BE IT RESOLVED that the Executive Policy Committee be requested to direct the Winnipeg Public Service to report back within 60 days on the following:

1. Contracts issued for advertising on public land, including contract length, value return to general revenue and indication if the contract was awarded under competitive bid, for the following:
 - A. Transit Benches
 - B. Transit Bus Shelters
 - C. Digital billboards