Agenda – Council – July 22, 2021

Report – Executive Policy Committee – July 14, 2021

Item No. 4 Advertising Policy

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On July 14, 2021, the Executive Policy Committee considered the Council Motion of June 24, 2021, and submitted the following to Council:

1. That the Winnipeg Public Service be directed to report back in 180 days with an advertising policy for Council's consideration.

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

Report – Executive Policy Committee – July 14, 2021

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On July 14, 2021, the Executive Policy Committee considered the Council Motion of June 24, 2021, and submitted the matter to Council.

COUNCIL DECISION:

On June 24, 2021, Council ruled automatic referral of the following motion to the Executive Policy Committee:

Moved by Councillor Nason,
Seconded by Councillor Klein,

WHEREAS the City of Winnipeg Charter, By-laws and Council Policies require the City of Winnipeg to advertise through media outlets for a variety of matters;

AND WHEREAS the City of Winnipeg additionally regularly chooses to undertake advertising that supports the delivery of services to the public;

AND WHEREAS Cities such as Toronto and Ottawa have policies regarding advertising;

AND WHEREAS having a Council adopted policy would be beneficial to ensure that advertising is undertaken to assist in the provision of City services and projects and should be consistent with the City's vision, mission, and values and not compromise or contradict the City of Winnipeg Charter, any by-law or policy of the City, or reflect negatively on the City's public image;

THEREFORE BE IT RESOLVED that the Winnipeg Public Service be directed to report back in 180 days with an advertising policy for Council's consideration.