Agenda – Council – February 24, 2022

Report – Executive Policy Committee – February 16, 2022

Item No. 1 Advertising Policy

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On February 16, 2022, the Executive Policy Committee submitted the following to Council:

1. That an extension of time of up to 60 days be granted for the Winnipeg Public Service to report back 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.

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DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On February 16, 2022, the Executive Policy Committee submitted to Council that an extension of time of up to 60 days be granted for the Winnipeg Public Service to report back with an advertising policy for Council's consideration.

COUNCIL DECISION:

On July 22, 2021, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

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

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;

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DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

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.