

Advertising Policy for Healthy Community

RECOMMENDATION:

That Council approve the revised Advertising Policy 10.29.

REPORT SUMMARY

The report recommends a change to the City's advertising policy language that aligns advertising with the City's objective of being a healthy community.

DISCUSSION


The City's Advertising Policy 10.29 (attached) provides guidelines for advertising in City-owned publications and on City property. This policy is guided by the Canadian Code of Advertising Standards.

Recently, concerns have been raised in the community that some advertising is incongruent with the City's desire to create a healthy community. The proposed policy amendment inserts language to provide clarity regarding the advertising the City supports in City-owned publications and on City property.

FINANCIAL IMPLICATIONS

None.

OPTIONS (✓ = Staff Recommendation)

	#	Description
	1	Approve the revised advertising policy.
	2	Take no action (leave the current Advertising Policy in effect).

ATTACHMENTS

Attachment 1 - Revised Advertising Policy (with tracked changes)

Attachment 2 - Current Advertising Policy