

Advertising for the 2008 Scarborough New Year's Levee

Date:	January 24, 2008
To:	Scarborough Community Council
From:	Ulli Watkiss, City Clerk
Wards:	35 to 44
Reference Number:	SC12.31

SUMMARY

This report responds to a Member Motion – SC12.31 from Councillor Paul Ainslie at the January 15, 2008 Scarborough Community Council meeting. The Motion requests staff to report to Scarborough Community Council providing an explanation about advertising for the New Year's Levee which took place at the Scarborough Civic Centre on January 6, 2008.

Financial Impact

There are no financial implications resulting from this report.

COMMENTS

Scarborough Community Council has had a practice of hosting a New Year's Levee since amalgamation. In the past, an ad was placed in the Scarborough Mirror on behalf of the Scarborough Community Council by Protocol staff notifying residents of the event. No ad was placed for the 2008 Levee and the Scarborough Community Council has requested an explanation.

Due to the timing of the 2008 Levee – January 6, the ad needed to be purchased and published in 2007. The cost of the 2008 Levee was \$2,050.00. There was not enough money in the Scarborough Community Council Hospitality budget to pay the additional \$963.93 ad cost for the 2008 New Year’s Levee. Protocol staff consulted with the Chair of Scarborough Community Council and it was determined that the ad cost not be incurred.

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SIGNATURE

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