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STAFF REPORT:



REPORT TO:	Committee of the Whole
MEETING DATE:	April 28, 2014
REPORT NO.:	DOR.14.18
SUBJECT:	Thornbury Bridge Banner
PREPARED BY:	Shawn Everitt Director of Community Services

A. Recommendations

THAT Council receive Report DOR.14.18 entitled “Thornbury Bridge Banner”, for information purposes;

AND THAT Council approve in principle the use of the existing Thornbury Bridge Banner Poles for the placement of promotional banners;

AND THAT engineered design of Banner Pole hardware and Banner Pole cable fabrication be funded by the Thornbury BIA and approved by Town Staff and all appropriate agencies;

AND THAT purchase of all Banner pole hardware and Banner Pole cable fabrication as detailed in the approved design be funded by the Thornbury BIA and consistent with the Towns Purchasing Policy;

AND THAT installation of all hardware and cable system for Banner installation be funded by the Thornbury BIA and consistent with the Town Purchasing Policy and ensuring all legislated Ministry of Labour and Health and Safety requirements are met;

AND THAT Council direct staff to develop an agreement with the Thornbury BIA that reflects the operational and best practice details contained in this report.

B. Background

As part of the re-construction of the Thornbury Bridge, two bridge banner poles were installed for the purposes of Banner Placement. Staff have provided reports to Council in the past in consultation with the Thornbury BIA to move forward with engineering services that would provide an approved design to ensure that the Banner and its mounting cables are installed in a safe and secure manner and that design ensures safety measures are in place in respect to adjacent hydro lines and both pedestrian and vehicular traffic.

At the June 5, 2013 BIA Meeting the following motion was made:

Moved by: Meredith Brown

Seconded by: Leslie Lewis

THAT the Thornbury BIA request that Council direct Town Staff to complete a feasibility study and to report back on the Bridge Height Top Banner, Carried.

On July 15th, 2013 Council during the review of the June 5th minutes, the following motion was made by Council and was subsequently lost:

Moved by: Michael Martin Seconded by: Gail Ardiel

THAT Council acknowledges receipt of the request of the Thornbury BIA regarding the bridge height top banner;

AND THAT Council direct Town Staff to complete a feasibility study and to report back on the Bridge Height Top Banner, Lost.

Prior to these reports being forwarded to Council, staff had requested and sourced information that provided pricing for the engineering services based on the installed banner poles that were placed during the bridge construction project. The banner pole design was limited to the installation of the poles only, and did not provide any details for banner connection points, banner construction/fabrication or installation details. To this point in the banner review process, the Town was identified as being responsible for funding of this program.

Representatives from the Thornbury BIA made a deputation to Council on March 31st, 2014 in respect to the Thornbury Bridge Banner and proposed the option of having the Thornbury BIA provide the required funding to move forward with installing the bridge banner.

Council directed staff to bring additional information regarding next steps in the as well as provide details of a potential agreement to allow the Bridge Banner project to be implemented.

The Bridge Banner concept was also discussed at the April 16, 2014 Economic Development Advisory Committee meeting. The comments received from the group are reflected in the proposed agreement concepts listed below. The following concerns were identified by the Economic Development Advisory Committee;

- Concerns of allowing Corporate or Private Business ability to advertise a single business only;
- Different rental fees for Banner placement being in place for BIA related events compared to non BIA related events;
- How do events get prioritized
- Who approves the advertising

For the purposes of developing this report staff met with Sean Brady on behalf of the Thornbury BIA. The concepts identified below are reflective of the discussions that have taken place thus far.

- The concept of installing an engineered external winch system that would allow for banner installation and removal to be completed from ground level has been identified as the preferred option.
- The Thornbury BIA would fund all engineering and required hardware, including installation of approved winch system and banner cable fabrication in accordance with the Towns Purchasing policy.
- The Thornbury BIA would be responsible for the scheduling and management of the proposed Banner program.
- Pending the final design of the external winch system, future determination of whether Town Staff or Contractor may be responsible for the installation, maintenance and removal of banners. This will be determined by the review and consultation of legislative requirements of Health & Safety and Ministry of Labour.
- The criteria for appropriate banner opportunities would be limited to event related marketing. Placement of Corporate or Private businesses would only be permitted if sponsoring the specific event and artwork is approved.
- The design of the banner would be completed in consultation with Thornbury BIA, and appropriate Town Staff to ensure the required standards and quality were met.
- Approval of artwork and purchasing of banners would be the responsibility of the Thornbury BIA to ensure consistent quality control and mounting fabrication is in place. The selection of banner supplier would be determined through a Request for Proposal process and consistent with the Towns Purchasing Policy.
- In 2014, it is recommended that the Apple Harvest Festival and Olde Fashioned Christmas would be the events advertised through the banner program. These two BIA related events allow for two trial runs of the banner program.
- In 2015, the development of Banner Program related fees would be implemented through the Towns Fee and Charges By law.
- The banner would be rented in 2015 after the approval of the Fees and Charges By law for 2 month rotations, depending on banner requests, multiple events could be advertised on a single banner.
- A review of the program would be completed 6 months after Banner program is in place and annually through the BIA budget preparation process.
- The Thornbury BIA would receive all revenue from the Banner program and be responsible for all operating costs of the program. The program would be budgeted through the annual budget process

Staff has reached out to other municipalities to research existing Banner Programs and staff will continue to reflect on those programs and determine best practices in the development of a final agreement to be proposed to the BIA and Council.

C. The Blue Mountains' Strategic Plan

The Blue Mountains Corporate Mission

The Town will realize the community vision through innovative leadership and strong partnerships to provide sustainable services into the future.

The Blue Mountains Goals

Supporting the development of social and recreational programs to meet the broad range of needs in the community.

D. Environmental Impact

None at this time

E. Budget Impact

All funding would be the responsibility of the Thornbury BIA

Thornbury BIA would manage this program through the BIA annual operating budget

F. In Consultation With

Troy Speck, CAO
Sean Brady, Thornbury BIA

G. Attachments

None at this time

Respectfully submitted,

Shawn Everitt
Director of Community Services

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