



MAYOR'S IMPLEMENTATION TEAM

Minutes

Thursday, April 23, 2015

7:30AM

Build Belleville Project Centre

116 Pinnacle Street

A meeting of the City of Belleville Mayor's Implementation Team Committee was held on the above date, commencing at the hour of 7:30 a.m.

Members Present: Mayor Christopher
Councillor Garnet Thompson
Councillor Kelly McCaw

Staff Support Present: Rod Bovay, Director of Engineering & Development
Mark Fluhrer, Director of Recreation, Culture & Community Services
Ray Ford, Deputy Director/ Manager of Engineering
Elisha Purchase, Build Belleville Projects Coordinator

Regrets: Councillor Jack Miller

- 1) Declaration of Pecuniary Interest & the General Nature Thereof
 - None noted

- 2) Confirmation of Minutes

Moved by Councillor Garnet Thompson
Seconded by Councillor Kelly McCaw

“THAT the minutes of the April 9, 2015 Mayor's Implementation Team be approved.”

- CARRIED -

- 3) Staff Reports
 - a. Report No. BB-ENG-2015-04 – Build Belleville Advertising Budget
 - This report provided an itemized budget for the \$20,000 operating budget approved by Council for Build Belleville Advertising.

- Advertising budget represents primarily passive media with messaging focused on awareness and includes the ongoing production of display materials, online advertising, social media exposure, and video production.
- Councillor McCaw expressed concern with the amount of funding allocated, as well as the types of media selected. It was expressed by Councillor McCaw that she could support \$6,500 of the \$20,000 proposed budget.
- There were no additional concerns expressed by members of the committee.

Moved by Councillor Garnet Thompson
Seconded by Mayor Christopher

“THAT the Build Belleville Advertising Budget report provided by Elisha Purchase, Build Belleville Projects Coordinator, be received and recommended to Council.”

- CARRIED -

- b. Report No. BB-ENG-2015-05 – Build Belleville Radio Campaign
- This report recommended that the City enter into a contract with Quinte Broadcasting and Starboard Communications to run a 30 week radio campaign across four (4) Quinte region stations.
 - This radio buy would strictly focus on awareness and notifying the public of construction projects that will cause restrictions and impact traffic.
 - This is reflective of the communications plan endorsed in March for individual capital projects.
 - Councillor McCaw expressed a lack of support for spending upwards of \$45,000 on radio advertising to inform the public.
 - Staff expressed that the 20% savings negotiated when purchasing a radio package would not be reflected in a new buy and that this package would present the best value for the City based on construction schedules and necessity to communicate traffic impacts to the public.
 - There were no additional concerns expressed by members of the committee.

Moved by Councillor Garnet Thompson
Seconded by Mayor Christopher

“THAT the Build Belleville Radio Campaign report provided by Elisha Purchase, Build Belleville Projects Coordinator, be received and recommended to Council.”

- CARRIED -

4) New Business

- None noted

5) Next Meeting

The next meeting of the MIT Committee will take place Thursday, May 7, 2015 at 7:30 a.m. at the Build Belleville Project Centre.

6) Adjournment

Moved by Garnet Thompson
Seconded by Councillor Kelly McCaw

“THAT the meeting be adjourned at 8:06 a.m.”

- CARRIED -