

From: David Diamond <dave@diamond-law.com>
To: mayor@vaughan.ca
Cc: Frustaglio, Joyce; Ferri, Mario; Rosati, Gino
Sent: Thu Mar 19 14:01:00 2009
Subject: outdoor advertising

I respectfully urge you to vote AGAINST a proposal tabled for March 26, which will change the status of outdoor advertising.

I have lived in Vaughan for many years. As a taxpayer and advertiser, I believe the proposal would effectively eliminate the opportunity for small business to advertise. In Toronto, the result has been disastrous for small business owners because

Astral media has been given the monopoly and they are charging prices that are 6 times the cost of Creative Outdoor.

It would simply be unfair and would be a huge mistake to follow the misguided example of Toronto. I have been a customer of Creative Outdoor for over 20 years. Their reputation is impeccable, their service is excellent and their prices are reasonable.

If the proposal passes, many small business owners like myself will never be able to advertise again. Only big business will be able to afford those prices. I ask you to please consider this and vote against the proposal.

David

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