

To the Chairman and Members of Council for the Region of York
Re: Outdoor Street Furniture REPORT #3 OF THE TRANSIT COMMITTEE
Regional Council Meeting of March 26, 2009

Members of the Council, Mayors, and Chairman:

I am writing this to apprise the councillors and committee members of the gross injustice that would be perpetrated on the some 300 small businesses currently contracted to Creative Outdoor Advertising, alone, that would be affected by the changes proposed by transit regarding street furniture advertising changes. This does not include those like myself, the hundreds of realtors who are considered by definition, to be independent small businesses. The ensuing hike in street furniture advertising from a consortium or one company contract, would only be able to be funded by big business interests. It is inconceivable in this day and age, that consultants are comparing models of street furniture advertising in major cities and trying to apply it to a Region, like York, that is a collection of vibrant and unique smaller communities. I could see where in the centres of urban concentration like downtown Richmond Hill or Aurora, or Newmarket there might be a benefit from a more homogenous (aka bland) and standardized form of street furniture advertising, but not for the smaller communities and neighbourhoods surrounding the "urban cores". Waste-Recycling should be a core service for most in the industry. Have the councillors, and Mayors forgotten that the backbone of their communities were built on the foundation of small businesses and the people who support them, most of whom live and work in the community. You would be depriving many deserving small business people and practitioners, like daycare centres, children's clothing stores, food stores, pediatricians, florist shops, etc. from earning a proper livelihood. Many could go out of business. Advertising is important for sustaining our small businesses, which the Region has not considered in tabling this agenda item. I implore you, the councillors, and mayors of our wonderful Region to reconsider the idea of limiting the street furniture advertising to one large (and possibly foreign interests) company, and look to improve what we have now and maintain the status quo for the existing advertising companies of street furniture in our Region. I hope to attend your meeting personally.

Sincerely,

Maxine Povering,

City of Vaughan resident, taxpayer, and successful waste-recycling furniture advertiser and small business street furniture supporter