

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

DIAMOND & DIAMOND

LAW OFFICES

Tel. 416-256-1600

Fax 416-256-0100

From: Tony & Iuna Barone <tonybarone@sympatico.ca>
To: mayor@vaughan.ca; Frustaglio, Joyce; Ferri, Mario; Rosati, Gino
Sent: Fri Mar 20 11:01:46 2009
Subject: Advertising on the Recycling Containers

Good morning Mayor Linda Jackson, Acting Mayor/Regional Councillor Joyce Frustaglio, Regional Councillor Mario Ferri and Regional Councillor Gino Rosati,

I would like to make sure that there is a place for me ON THE STREETs of Vaughan, and I don't want a national billboard company to use rates to eliminate me from the opportunity to participate!! We cannot afford to spend the amount that companies like Astral or Pattison are requesting!

Regards,

Anthony (Tony) Barone

Royal LePage Maximum Realty Corp. Brokerage

From: Paul Arato <paul@aratodesigns.com>
To: mayor@vaughan.ca
Sent: Mon Mar 23 19:02:57 2009
Subject: Street advertizing

City of Vaughan

Mayor Linda Jackson

Dear Madam Mayor:

As a York Region small business operator, I urge you to allow us the mode of low cost effective advertizing by allowing street advertizing on benches and recycle bins.

Thank you,

Paul Arato
Arato Design Ass. Inc.
Markham



March 25, 2009

The Regional Municipality of York
17250 Yonge Street
Newmarket, ON L3Y 6Z1

ATTN: MEMBERS OF COUNCIL

RE: CO-ORDINATED TRANSIT STREET FURNITURE PROGRAM

Dear Members of Council,

Creative Outdoor is a York Region company employing almost 80 full and part time people across North America. We are the largest in our field and we specialize in offering ONLY the small business community street-side amenities programs. Our head office is here in York Region. We have worked with municipalities within the Region for almost 20 years to supply the Small Business portion of the existing street furniture programs.

We are excited about the proposed upgrades and we would very much like the opportunity to bid for the Small Business portion of this new Street Furniture Program. Unfortunately, the way the report presently reads, any bidders, including ourselves would have to find an out-of province National advertising company with whom to partner. It seems a little unfair to any "would-be" providers that they MUST find an out of Province National Advertising Broker with whom to bid or they are simply eliminated from the process.

York Region council has made it clear right from the beginning that they support a small business component in this project. But I am also concerned that council is not fully aware of the repercussions of the report as it is presented. I am urging council to consider amending the report to allow firms that specialize in the Small Business Segment of the Program to bid, and most importantly to allow the Small Business community itself an opportunity to participate in the program.

It is clear that adopting the Street Furniture Report **without** amendment will:

- **Eliminate a place for York Regions small business community** in the Street Furniture Program - while claiming to have a small business component, the program under this report does not offer any opportunity to these small businesses.

Clause 2 e) of the report suggests that there will be no small business supported recycling containers where there are shelters... and yet page 15 of the Urban Design Guidelines implies that where there are no shelters (lower use locations), only smaller recycling bin(s) that could not realistically support advertising may be used. Effectively this combination of conditions

completely eliminates any small business advertising opportunities.

- Prevent Creative Outdoor (the only York Region Company and in fact the only Province of Ontario Company) and any other small business segment providers, from having a fair opportunity to bid on the project. (Without the real opportunity to place units with small business faces, **there will be NO place for any Small Business proponents to bid**; either on their own, OR as a part of a consortium.)
- Structurally prevent the Small Business community from using the shelters simply because of cost. I have enclosed correspondence from many small Toronto businesses who were led to believe that they would also have an opportunity to advertise on the Toronto Street furniture! I have also enclosed a Rate card from Toronto's contractor Astral Communications that makes it clear that shelters are at LEAST 400% more expensive than recycling bins have historically been.

Following my deputation at the Transit Committee Meeting, additional speakers representing the large billboard companies suggested that the "market" would look after the small business community. However an examination of the circumstances following the awarding of the Toronto program to a single national advertising firm shows us that there is no longer a place for the Small Business community.

The Rate Cards presented, AND the correspondence attached leaves no question that almost all of the present small business users will be eliminated, and the companies like ours who would like to bid, will NOT have the opportunity to compete in this bid.

If it remains council's policy to back the small business of the community and to ensure they have a part in the Street Furniture Project, then I would ask this council to support an amendment allowing the small business providers to bid on that segment of the Project and to ensure that the Project itself is designed such that the Small Business Community can truly participate.

Regards,



David Gray
President

2402 Stouffville Road, Gormley, ON, L0H 1G0
Tel: 1.800.661.6088 • Fax: 1.866.426.2237 • www.creativeoutdoor.com

25 Years of Excellence



Creative Outdoor Advertising

25 Years of Excellence

March 23, 2009

The Regional Municipality of York
17250 Yonge Street
Newmarket, ON L3Y 6Z1

ATTN: MEMBERS OF COUNCIL

RE: CO-ORDINATED TRANSIT STREET FURNITURE PROGRAM

Dear Members of Council,

I recently appeared before the Transit Committee to address the Street Furniture Project. Unfortunately two of the members were absent and although the Committee did look at the item and there was a very close vote (a one vote margin), I'm not sure the item was fully addressed, and that all of the repercussions were considered.

I hope that, before this council adopts a policy that will essentially eliminate a York Region company from competing in a bid, and the Small Business Community from involvement in the Project, you will consider giving me five minutes to address the issue.

Regards,

David Gray
President



12-270 Esna Park Drive
Markham, ON L3R 1H3 Canada
T.905.944.1500 F.905.944.9108
www.truecopy.ca

March 16, 2009

Mr. Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

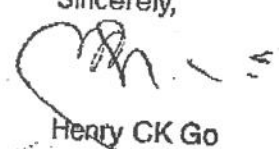
I am concerned I will lose the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I do know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is ridiculous so we won't be able to have any access to street furniture programs Like every other format out there... I guess street furniture programs will only be for the larger firms!

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Henry CK Go

March 16, 2009

York Region
Administrative Centre
17250 Yonge Street
Newmarket, ON

To: Pat Patel

1-800-395-1702

From: Greg

Re: York Region Transit Street Furniture

Recently I have read a few articles on the newspaper about the changes to York Region Transit Street Furniture Program. As a small business owner, I am very concerned about it.

Currently I am using the recycling container advertising as my marketing tool and I found it very useful. It not only meets my marketing needs but fits into my advertising budget.

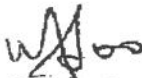
I am concerned I will not have the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is too high that makes it nearly impossible for the small business owner like me to afford. I will be really disappointed if Street Furniture Program is limited to large national companies only. I think small business owners would need this type of affordable marketing tool more.

I hope that the needs of small businesses will be a factor in you decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Dr. Matthew Soo
Sunflower Family Dentistry

March 23, 2009

Councillor
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

I am a self employed business person making living on commission based sales, my wife & I have to work harder than ever in this changing economy. Affordable marketing techniques are very imperative in our business, after reading the recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program, concerns me a lot

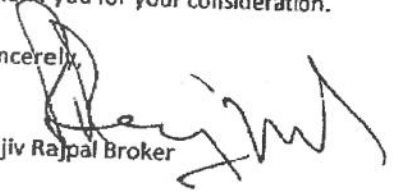
I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

If the City decides to limit advertising to only large national companies, I am then very concerned as I will lose the opportunity to advertise on the street. As unfortunately the cost to advertise on shelter is ridiculously very high & my business won't permit me to afford such expensive advertising.

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Rajiv Rajpal Broker

RE/MAX Hallmark Realty Ltd.,

MAR-25-2009 09:35
MAR-24-2009 08:55

Creative Outdoor Adve.
Creative Outdoor Adve.

1 866 426 2237 P.04
1 866 426 2237 P.06

MAR-23-2009 12:27

Creative Outdoor Adve.

1 866 426 2237 P.02

March 20, 2009

Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a member of York Region's small business community, I am concerned that York Region's efforts to coordinate the various street amenities throughout the city will result in small business being denied access to advertising on city streets.

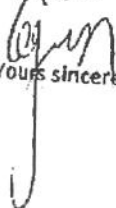
I am obviously concerned as a small business person that in the event that the contract should be awarded to a larger firm, the advertising may be parceled off to national advertisers only and that the local small business person such as myself will no longer have access to street side advertising. In Toronto the price went sky high!!!

I believe denying local small business access to this form of advertising would have a negative impact. Our advertising budgets are often small and street side advertising gives us an affordable way to expose our services and products. In fact, my business is in a location where I have no other sign except the bln sign on Hwy 7 Road.

It would be important to keep in mind that small business is the engine of economic growth, entrepreneurship and a major source of job growth. I hope that when you make your decision on the street furniture program, you will consider the needs of small business in York Region.

Thank you.

Yours sincerely,



TOTAL P.02

Page: 2/2
P.02/02

MAR-23-2009 13:54
MAR-23-2009 14:03
From: 9054776839
Creative Outdoor Adve.

ROYAL LEPAGE

March 21, 2009

Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

I am a resident of York Region, as well as a local Realtor. I am concerned that York Region's efforts to coordinate the various Street amenities throughout the City will result in small business persons being denied access to advertising on City streets.

Should the contract be awarded to a larger firm, the advertising may be parceled off to large National advertisers. The local small business person such as me will no longer have access to Street side advertising. Many of my peers are in Toronto; the price of Street advertising is now over their marketing budget.

Street side advertising gives us an affordable way to expose our services and products. In fact, my business is in a location where I have no other sign except the bin sign on Hwy 7 Road.

I ask you to please keep in mind that small business is the engine of economic growth, entrepreneurship and a major source of job growth. I hope that when you make your decision on the street furniture program, you will consider the needs of small business in York Region.

Thank you.

Jean Vanderveer
Yours sincerely,
Jean Vanderveer
Broker
Royal LePage Signature Realty

Pat Patel

From: Alfred Ang [alfred@alfredang.com]
Sent: March 23, 2009 5:34 PM
To: Pat Patel
Subject: Fw: York Region Transit Street Furniture

----- Original Message -----

From: Alfred Ang
To: jheath@markham.ca
Sent: Monday, March 23, 2009 5:24 PM
Subject: York Region Transit Street Furniture

Dear Jack,

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

I am concerned I will lose the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I do know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is ridiculous so we won't be able to have any access to street furniture programs. I guess street furniture programs will only be for the larger firms!

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Regards,
Alfred Ang

Mr. Councilor,

I am a State Farm Insurance Agent with an office on Bur Oak Avenue in Markham.
My insurance business depends on cost effective advertising.
In particular, reasonably priced advertising on recycle bins at reasonable locations is important to my business.
Please do not support proposals that will effectively eliminate advertising opportunities for small business operators on March 26, 2009.

Thank you for your help,

Ken Yee

Ken Yee, Agent
State Farm Insurance
State Farm®
Providing Insurance and Financial Services
Phone: (905) 201-1812
Fax: (905) 201-8323

March 23, 2009
Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

I am a real estate broker that advertises in the York Region area for many years now. I am concerned about the recent news regarding the changes to the York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am very happy with the program. It meets my marketing needs and fits into my advertising budget, especially in this current downturn market.

I do not want to lose my ability to advertise on the street. This will happen if the City decides to limit advertising only to large national companies. Already the opportunity to advertise on benches is gone and now the opportunity to advertise on recycling containers will soon be gone as well.

Unfortunately the cost to advertise on bus shelters is out of my budget, so my small business will not have any access to street furniture programs anymore. It looks like only big companies will have the chance to advertise, leaving the rest of us behind.

The needs of small businesses should be a factor in your decision on a street furniture program. I want to have the chance to advertise on affordable street furniture in some form, either a bench, bin, etc.

Thank you for your consideration.

Sincerely,



Paul Zammit
Broker

The Paul Zammit Team
Re/max Hallmark Realty Ltd., Brokerage
Office: 416-494-7653

ANDREW McTAGGART, Agent
Providing Insurance and Financial Services



905-294-6357 Fax: 905-294-7677

March 16, 2009

Councillor Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to the York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

I am concerned about losing the opportunity to advertise on the street if the City decides to limit advertising to only large companies. I understand the opportunity to advertise on benches is already gone and that the opportunity to advertise on recycling containers may soon follow.

The cost to advertise on a bus shelter or billboard is very high. As a result, a business the size of ours, which relies on the reasonable pricing of recycle container program's is shut out of the outdoor advertising market. Any other formats we have come across are only affordable by companies larger than ours. It doesn't make sense to me to effectively deny access of this medium to small operators.

I hope you consider the needs of small businesses to be a major factor in your decision on the street furniture program. Small business people work very hard to grow, employ and prosper in our beautiful Town of Markham.

Please help to ensure we maintain the option of affordable street furniture advertising now and into the future.

Thank you for your consideration.

Sincerely,

Andrew D McTaggart,
Agent

Dear Tony Wong

Re: York Region Transit Street Furniture

As a Realtor working in York Region, I am concerned that York Region's efforts to coordinate the various street amenities throughout the city will result in not being able to afford street side ads.

I am very concerned as a small business person that in the event that the contract should be awarded to a larger firm, the advertising may be parceled off to national advertisers only and that the local small business person such as myself will no longer have access to street side advertising. In Toronto the prices are completely unaffordable.

I believe denying local small business access to this form of advertising would have a negative impact. My advertising budget is small and street side advertising gives me an affordable way to expose my business.

I hope that when you make your decision on the street furniture program, you will consider the needs of small business persons like myself in York Region.

Thank you.

Yours sincerely,



Michael DeAngelis
Sales Representative
Royal LePage Partners
416.559.7625
mdeangelis@royallepage.ca

From: Rick Allington
Sent: Tuesday, March 24, 2009 10:50 AM
To: 'fscarpitt@markham.ca'; 'jjones@markham.ca'; 'jheath@markham.ca';
'twong@markham.ca'; glandon@markham.ca'
Cc: Rick Allington
Subject: Small business advertising-outdoor furniture
Dear Sirs,

It has been brought to my attention that this week you will be voting on possibly eliminating the opportunity for small businesses to advertise on outdoor furniture (benches and refuse bins). If this is so I would like to let you know that I do not support this action. This is a reasonably priced method of advertisement. To my knowledge the maintenance of the equipment is good, and they look very professional. Obviously I do not know the whole story but I have not been told the reason for this vote.

Please inform me as to why this is under consideration.

Thanks in advance,

Rick Allington.

Rick Allington

Rick Allington Insurance Agency Ltd.

8789 Woodbine Ave. Suite 213

Unionville On. L3R 9T6

Phone 905 477 1107

1 800 561 2544

Fax. 905 477 1024

rick@rickallington.com

www.rickallington.com

Copy
ATTN: Pat.



March 18, 2009

Attention: COA and York Region Council

Re: No Bench Signs/Advertising

Dear Sir/Madam:

I have been a long-time supporter and advertiser of bench advertising starting with my first bench as long ago as 1993/1994. It has proven to be a very helpful and affordable form of marketing and at the same time offered a wonderful interesting landscape to Toronto/York Region streets making it more vibrant and exciting. Now that the ads have been removed, the City looks very bare and unusually plain; almost boring or drab. One's first impression would be that "Toronto" is lacking in Art or Entertainment or Life!

I would like to express my sadness, discontent and concern with the City's' decision to not renew your contract for bench advertising. I feel that this form of bench advertising is very important for our City as it is affordable and yet very professional as well as clean, modern and an extremely effective way to reach the public. Also, people using the benches appreciated the interesting messages advertised on them while sitting and waiting for Transit.

I can assure you that myself and other associates will no longer opt to advertise with the new company based on their substantial increase in fees. It is unfortunate in these tough economic times that the city would be so greedy.

Please reconsider your decision as many people and businesses in our City will be affected adversely.

Sincerely,


Dina Maglietta, MVA
Broker of Record/President
Summerhill Prestige Real Estate Ltd., Brokerage

Dear "Creative Outdoor Advertising":

I am very upset that my park bench had to be taken down because the city made some other advertising arrangements. I have had my park bench up since day one, and found it not only attractive but also useful to sit on. It makes no sense to me to ruin a "good thing" with all the advertising contracts in place, only to be replaced by very expensive bus shelter ads, as I have been told by someone. The price that I have been quoted on such an ad was ridiculously expensive, and I do not feel they work at all. Most of my clientele does not use the street car, but passed by my park bench every day.

Please forward this on to the appropriate person/persons in charge.

Thank you.

With kind regards

Irma Eibich
Broker
Re/Max Condos Plus Corporation, Brokerage

Pat Patel

From: Info [info@billthom.com]
Sent: March 20, 2009 11:11 AM
To: Pat Patel
Cc: Cheri Tyndale
Subject: Bench Advertising

This is to the York Region Council re: the above subject

Dear Sir/Madam:

I am a real estate agent operating both in the Toronto and York region.
I am writing to express my first hand experience and concern with regards to the possible removal of bench ads from the streets in York region.
I must say, drawing from my Toronto's experience, that bench ads are very crucial and cost-effective to my business.
Please help us , the small business people , to preserve and hence continue to access to this very community-based form of advertising.

Much Regards,
Bill Thom

Monique Lovett

From: David Gray
Sent: March 23, 2009 10:46 AM
To: Monique Lovett
Subject: FW: Hi David, this is the response I got from the Mayor of Vaughan regarding: Advertising on the Recycling Containers

Thank you,

David
Tel: 1.800.661.6088 x303
Fax: 1.866.426.2237
Email: DavidGray@creativeoutdoor.com
Website: www.CreativeOutdoor.com

From: Tony & Iuna Barone [mailto:tonybarone@sympatico.ca]
Sent: March-23-09 9:47 AM
To: David Gray
Subject: Hi David, this is the response I got from the Mayor of Vaughan regarding: Advertising on the Recycling Containers

----- Original Message -----

From: Jackson, Linda
To: tonybarone@sympatico.ca
Sent: Friday, March 20, 2009 1:12 PM
Subject: Re: Advertising on the Recycling Containers

Thanks Iuna for your comments. Can I forward your email to allow it to be used as additional information for the item?

Let me know, Linda

----- Original Message -----

From: Tony & Iuna Barone <tonybarone@sympatico.ca>
To: mayor@vaughan.ca; Frustaglio, Joyce; Ferri, Mario; Rosati, Gino
Sent: Fri Mar 20 11:01:46 2009
Subject: Advertising on the Recycling Containers

Good morning Mayor Linda Jackson, Acting Mayor/Regional Councillor Joyce Frustaglio, Regional Councillor Mario Ferri and Regional Councillor Gino Rosati,

I would like to make sure that there is a place for me ON THE STREETS of Vaughan, and I don't want a national billboard company to use rates to eliminate me from the opportunity to participate!! We cannot afford to spend the amount that companies like Astral or Pattison are requesting!

Regards,

Bachra Insurance Agency Ltd

112-18 Crown Steel Dr

Markham, ON

L3R 9X8

Tel: 905-415-8000

March 18, 2009

Councillor- Jack Heath
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a member of York Region's small business community, I am concerned that York Region's efforts to coordinate the various street amenities throughout the city will result in small business being denied access to advertising on city streets.

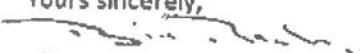
I am obviously concerned as a small business person that in the event that the contract should be awarded to a larger firm, the advertising may be parceled off to national advertisers only and that the local small business person such as myself will no longer have access to street side advertising. In Toronto the price went sky high!!!

I believe denying local small business access to this form of advertising would have a negative impact. Our advertising budgets are often small and street side advertising gives us an affordable way to expose our services and products. In fact, my business is in a location where I have no other sign except the bin sign on 14th Ave.

It would be important to keep in mind that small business is the engine of economic growth, entrepreneurship and a major source of job growth. I hope that when you make your decision on the street furniture program, you will consider the needs of small business in York Region.

Thank you.

Yours sincerely,


Bill Bachra

March 16, 2009

Councillor Tony Wong
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

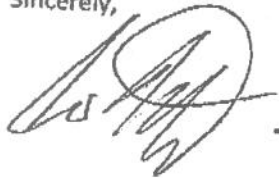
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Unfortunately the cost to advertise on shelter is ridiculous so we won't be able to have any access to street furniture programs Like every other format out there... I guess street furniture programs will only be for the larger firms!

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Solutions Inc.

672 Sheppard Street
Suite 410, Toronto
Ontario M6G 1Z6

(T) 416 340 1000
(F) 416 340 1100
dc@solutions.ca

BETZ POOLS

March 20, 2009

To whom it may concern;

As the advertising agency for Betz Pools Limited, we have been placing a series of advertisements on transit benches throughout the City of Toronto and York Region for over the past ten years. This has proved to be a very cost-effective way to keep the Betz name in front of the public.

We were devastated when the City of Toronto put an end to such advertising last year and to date have not been able to find a viable alternative. If these cancellations were also to take place in the cities of York Region we would be even more devastated, since Betz Pools is headquartered in this area.

I do certainly hope that the transit benches in York Region will remain as cost-effective way to deliver our message – while at the same time offering the travelling public the convenience of transit stop seating.

Yours sincerely,



David R. Clark
President



**Dr. Jack Fingrut and
Associates, DENTISTS**
2780 Jane St., Suite 102 (Main Floor)
Toronto, Ont. M3N 2J2
Phone (416) 748-3353

March 18, 2009

Creative Outdoor Advertising
2402 Stouffville Road,
Box 245,
Gormley ON L0H 1G0

Re: Toronto Bench Signs

Advertising our Business is an integral part of capturing new and prospective patients. Thanks to companies like Creative Outdoor Advertising we have had a cost effective way of getting our message across through bench signs. By removing these advertising devices you have made it very difficult to increase patients and overall business productivity. Especially in these economics times do you really want to damage your small business tax base?

If the only option is to sign a new contract with a different company at 700% more for advertising then something is wrong. This makes it very hard for the small business owner to get their name and services out. Advertising is an imperative cost of running a business, but it really is a slap in the face when the price goes up in such a ridiculous fashion. Are there no other alternatives?

Unfortunately, the City of Toronto has made it very clear: If you want to advertise there is only one way.

So much for competition!



Jack Fingrut, DDS MAGD



207 McRae Drive, Toronto Ontario M4G 1T4
Tel: 416-489-1776 Fax: 416-421-1306
email: belvedere@belvedererenos.com
www.belvedererenos.com

March 18, 2009

To Whom It May Concern:

As a successful small business owner for over 40 years in the Leaside North Toronto Area, I was extremely disappointed with the City's decision not to renew the contract between "Creative Outdoor Advertising" and "The City of Toronto" for bench advertising.

We have had a positive business relationship with "Creative Outdoor Advertising" for over 15 years, and this form of advertising has proven to be an excellent and cost effective means for customer awareness within our area. I am most certain that my fellow small business associates will not participate in shelter advertising. This is more geared towards corporations that can afford their substantial rate increase, as well as the vast market.

It is disappointing that "The City of Toronto" is not supporting the small business owners in this matter.

Yours truly,

A handwritten signature in cursive script that reads 'Charlie Mallia'.

Charlie Mallia
Vice President

To Whom It May Concern:

We, as small business owners are trying to be conscientious of our environment and looking for ways to advertise our businesses that are eco friendly. The bench ads provide a two fold purpose here. We are able to promote our business without sending out massive amounts of paper, and provide a much appreciated place to sit.

If the benches are not available I must resort to the old method of continuously sending out flyers. Why, at a time when cities, provinces and the country as whole are looking for more renewable methods of doing business, would you remove a proven eco-friendly method of advertising such as benches? As well, they provide a piece of street furniture at no cost to the city!!

Small businesses are failing daily and are being pushed out by the big box stores and huge conglomerates that can afford huge advertising budgets. It's one small way city council can be helpful to small businesses.

Sincerely,
Eva Haase
Sales Representative
Royal LePage Signature Realty Brokerage

health4u@interlog.com

From: <chipkarhealth@motorcyclecancer.com>
To: <health4u@interlog.com>
Sent: Wednesday, March 18, 2009 3:37 PM
Subject: No bench signs in Toronto

Dear COA

We feel that the rug has been pulled from below our feet as we are a small family business that appreciated the community presence of bench advertising locally for many years. Now the costs are outrageous and the Toronto bench availability has been basically eliminated for the local businesses.

Randy Chipkar

Chipkar Real Estate Ltd.



RANDY CHIPKAR
905 270 5700

3/18/2009

ROYAL LEPAGE REAL ESTATE SERVICES LTD.

JOHNSTON & DANIEL DIVISION, Brokerage

LUXURY
PORTFOLIO
FINE PROPERTY COLLECTIONTHE STANDARD
OF EXCELLENCE

March 18, 2009

Creative Outdoor Advertising
Fax: 1-800-395-1702

Attention: Pat Patel

Re: Bench Removal

Ms. Patel,

I feel compelled to write to you with regards to the recent removal of my bench on the island at Pape and Donlands Avenues. To say that I am displeased with its removal is an understatement. That location has been a part of my marketing strategy in selling real estate for well over ten years. People always talked about the positioning of the bench and how valuable it must be to me. I have had people walk to that bench, just to get my phone number. Sales have been made through this type of advertising.

Since the bench has been removed, it has had a negative impact on my business. People see that the bench is gone and are asking me if I have gotten out of the real estate business. With times being as difficult as they are right now, this is the last thing I need.

I realize that the city has imposed these new rules on your company, but I don't think anybody really thought about the small businesses and the enormous impact it would have on them. The only alternative for this type of advertising is in bus shelters and the price is six times that of the cost of one of your benches, essentially making it out of reach for myself and many others.

If you are able to come up with an alternative venue for one to get exposure at street side, please let me know as it would be greatly appreciated.

If you would like me to speak on your behalf, in the future, it would be a pleasure. This move from the City of Toronto has, once again, shoved their hands into my pockets and many others. You can be assured that Mr. Miller won't be getting my vote next election.

Regards,

Lynn M. Robinson
Sales Representative

Pat Patel

From: mail@patrickrocca.com
Sent: March 19, 2009 2:00 PM
To: Pat Patel
Subject: Benches

To coa

I want to express my dismay and dissapointment with the citys' decision to not renew your contract for bench advertising. I found it to be a useful and affordable means of advertising over the years. I can assure you that myself and other associates will no longer opt to advertise with the new company based on their substantial increase in fees. It is unfortunate in these economic times that the city would be so greedy.

Regards

Patrick

Sent from my BlackBerry device on the Rogers Wireless Network

Pat Patel

From: David Diamond [dave@diamond-law.com]
Sent: March 19, 2009 2:01 PM
To: mayor@vaughan.ca
Cc: joyce.frustaglio@vaughan.ca; mario.ferri@vaughan.ca; gino.rosati@vaughan.ca
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

DIAMOND & DIAMOND
LAW OFFICES
Tel. 416-256-1600
Fax 416-256-0100

This is a Rate Card Shows what Small Business MUST NOW PAY for a SINGLE Space in Toronto each Month. This is \$1300 PER MONTH

2007 Media Proposal

Client: Betz Pools

Agency: Direct

Contact: Dave Clark

Rep: Adam Turner

Date Submitted: Revised November 9, 2007

Cost per unit per week ... \$1300 in 2007!!

# of Weeks	Weekly Rate
52	\$325.00
52	\$325.00
52	\$325.00

Specific: Transit Show Reel

Station #	Product	Location	Apr. 2008	May 2008	Jun 2008	Jul 2008	Aug 2008	Sept 2008	Oct 2008	Nov 2008	Dec 2008	Total	Rate	Daily Circulation	# of Weeks	Weekly Rate	Net Media Rate Card Value	Discount	Net Media Discount Investment
150002	Transit Shuttle / Airbus	York Mills Rd 504 W/O Bayview Ave NS F.T.C.I	1	1	1	1	1	1	1	1	1	12	\$25.00	20,257	52	\$325.00	\$16,900.00	53.50%	\$7,858.50
150004	Transit Shuttle / Airbus	Commerce Ave E. & Finch Rd W/O Midland Ave NS F.T.C.I	1	1	1	1	1	1	1	1	1	12	\$25.00	18,780	52	\$325.00	\$16,900.00	53.50%	\$7,858.50
150006	Transit Shuttle / Airbus	Highway Ave 7 on E/O Mt Pleasant Rd NS F.T.C.I	1	1	1	1	1	1	1	1	1	12	\$25.00	20,257	52	\$325.00	\$16,900.00	53.50%	\$7,858.50
150008	Transit Shuttle / Airbus	Yonge St on W/O Wilson Caron Coss W/S F.T.C.I	1	1	1	1	1	1	1	1	1	12	\$25.00	27,280	52	\$325.00	\$16,900.00	53.50%	\$7,858.50

Note: Locations Based on Availability's
Production Cost Not Included

TOTAL MEDIA	\$67,600.00	53.50%	\$31,434.00
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GRAND TOTAL	\$67,600.00	53.50%	\$31,434.00
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Adam Turner

11: The use, rate included 21 Riders are valid for 22 hours 30 hours subject to availability at time of booking
12: The use, rate included 21 Riders are valid for 22 hours 30 hours subject to availability at time of booking

08/11/2007

Creative Outdoor charged ONLY \$210 per month for the bins! Vs. Th \$1300 small business must NOW pay!

18/03/2009

Locations

COA can place an advertising unit at almost any street corner provided that they meet certain criteria. All approved locations are available on a first come, first served basis. Reservations can be placed on any proposed location in order to obtain first right of refusal when that location becomes available.

Your account representative can provide you with a list of available locations that will give you maximum visibility in your target markets.

You can use Street Furniture advertising to communicate to your local customer base. You can send any message you choose to anyone driving by your location.

Production

All artwork, design and production is included with your advertising investment.* Your account representative will work with COA's artists to design a layout which will best meet your company's specific marketing needs.

Most logos, photographs, artwork or other marketing material you provide can be incorporated into your advertisement. All signs are printed using a four colour printing process.

Maintenance

All maintenance and insurance is included. Our operations crews are always on the road to ensure that your signs are clean and visible.

You are assured that if a unit or sign is damaged in any way, COA will repair or replace it at no additional cost.

Our pricing was established to guarantee that your sign will be clearly viewed 80% of the time. This

The Concourse



The Boulevard



The Plaza



The MetroBin



The Shelter



CURRENT RATES PAID BY SMALL BUSINESS

means that your sign will, at times, not be visible because of weather and/or obstructions.

Terms

1. Monthly installments by auto debit or credit card.
2. Outdoor exposure is most successful when it is seen repeatedly over a period of time. It works to remind, implant thoughts, sharpen an identity, or state a brief message. For this reason, the advertising term is for one year and is not cancelable.

In order to secure any locations or commence work on your layout design, we will require, in addition to an authorized agreement:

1. A non-refundable deposit of first & last months' investment plus G.S.T.
2. A credit card number or auto debits for the balance of your investment.

ROBERT POLAN
District Manager

Creative Outdoor Advertising
2402 Stouffville Road, Box 245
Gormley, Ontario L0H 1G0

Phone: 1.800.661.6088 x712
Fax: 1.866.469.7151

RichmondHill@CreativeOutdoor.com

Rates

12 Month Term (1 Ad Face per Unit)	
Number of Ad Faces	Monthly Investment per Ad Face
1	\$215.00
2 - 3	\$211.00
4 - 5	\$207.00
6 - 8	\$203.00
9 - 10	\$200.00
11 - 20	\$197.00
21 - 50	\$194.00
50+	\$191.00

Some locations are charged at a premium rate. Please contact your Sales Representative for more details.

Special Requests

Change Location (mid-term)	\$100
Change Artwork (mid-term)	\$200
Site Reservations	\$25

931904

001/001

REGION OF YORK
CLERK'S OFFICE

FILE No. -

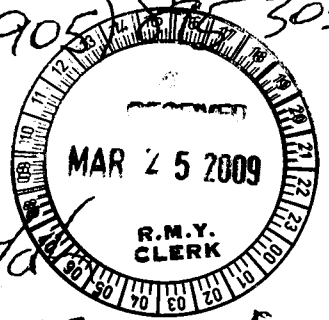
P03

March 25th 2009 (U/A) FAX

1-(905) 886 3031

ATTN DENNIS KEENEY.

CLERK

REGIONAL MUNICIPALITY OF YORK
OUTDOOR ADVERTISING
RE: STREET BENCHES

I hereby request that I
be permitted to make a deputation
to Regional Council about
ADVERTISING AND STREET FURNITURE
at your Regional Council
Meeting on March 26 2009

CHRIS PATTERSON (RESIDENT) RICHMOND HILL
BROKER/MANAGER

Chris Patterson
ROYAL LEPAGE
Your community REACTS
8854 YONGE ST.

9

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



Astral Media Outdoor Local Sales Initiatives

Upon winning the Toronto Street Furniture contract in September 2007 Astral Media Outdoor has undertaken many initiatives to serve the advertising needs of local businesses in the community.

Firstly, we hired a Retail Sales Manager and a team of eight specialized Retail/Local Account Executives to service this client base. The mandate of this team is to provide local businesses with the best service and most importantly the best marketing knowledge available, to help them grow their business.

Secondly, we hired a Production/Media Creativity Director and an additional Producer to assist local businesses in developing creative for transit shelter advertising. We also have an OCAD student working part-time on staff to develop creative concepts for local advertisers. Our Production and Graphic Design team now totals five creative specialists.

Thirdly, we hired a GIS Mapping Specialist and a Research Analyst to help local advertisers know exactly where to target their customers, when and with what product.

Finally we hired students last summer to visit local businesses with information packages about advertising with Astral Media Outdoor and to gather information about their specific advertising needs. Over 400 local businesses were visited through this initiative.

In January 2008 we developed an annual local business initiative called the "BrandBuilder Program". This program was developed to meet local businesses needs and budgets and to help them gain a significant competitive edge in the marketplace.

There are two important steps to this program: the first step is to qualify as many businesses as possible over a ten week period. To "qualify" a company our Local sales team contacts the decision maker of a local business to obtain relevant information of their business objectives to make sure Outdoor Media will work for them.

The second step is to invite these decision makers to a marketing presentation. The presentation focuses on the key elements to good branding as well as any pitfalls to avoid when planning an advertising program. At the end of each presentation, the attendees have the opportunity to invest in a turnkey 52 week branding program for their business at a very low cost.

To date we have contacted over 1300 local businesses and sold \$1.4 million in transit shelter advertising through the program. Many of these clients converted their bench or garbage can advertising budgets to transit shelters benefitting from a premium product with greater visibility, quality and size. In addition, this represents more local advertising than either bench or garbage can advertising has generated in the past. The average cost per transit shelter advertisement in this program is \$100 to \$150 per face, per four week period.

Astral Media Outdoor has also developed a "cultural partnership" package to support and promote the development of Art, Cultural and Heritage-based organizations and initiatives throughout the community. By providing strategically designed media programs at deeply discounted rates our partners programs have resulted in increased public awareness.

Other initiatives include:

- ❖ All inclusive advertising packages with advertising creative, production and posting to ensure accessibility to the Company's advertising products within local advertisers budgets;
- ❖ "Neighbourhood packages" tailored to particular geographic locales within the City of Toronto;
- ❖ Seasonal and last-minute sell-off packages at highly discounted prices;
- ❖ Local advertiser incentive packages permitting a number of local advertisers to rotate advertising and share the costs of a campaign;
- ❖ Short-term promotional programs designed and priced for local businesses.

We are also involved in local business groups and organizations and have assigned specific account managers to represent Astral Media Outdoor at their meetings, i.e. the Toronto Board of Trade and TABIA.

Our many local clients include businesses such as: Hazelton Lanes, the National Ballet at Four Seasons Centre, Centre for Addiction and Mental Health, Cloverdale Mall, College of Dental Hygienists of Ontario, Costi Immigration Services, Coyne Pilates, George Brown College, Moxie's Bar & Grill, OCASI, Parkway Mall, Plazacorp (King West Realty), St. Michaels Hospital, Sutherland Chan, Thornbrook Homecare, Dr Fleas, Get Outside, Downtown Camera, many real estate companies and individual agents, and many, many others.

We will continue to develop programs that meet local advertisers' needs and budgets and provide a gold standard of service to this very important sector of our business.

Client testimonials are available upon request.