

# High Park Community Advisory Council

<b>Subject:</b>	<b>Pilot project for rental space on Dog Hill bulletin board</b>	
<b>Type:</b>	<input checked="" type="checkbox"/> <b>Background Info and Motion</b> <input type="checkbox"/> <b>Committee Update Information</b>	
<b>Committee:</b>	<input type="checkbox"/> <b>Built Environment &amp; Safety Committee</b> <input type="checkbox"/> <b>Executive Committee</b> <input type="checkbox"/> <b>Natural Environment Committee</b> <input type="checkbox"/> <b>Program Committee</b> <input checked="" type="checkbox"/> <b>Other (External)</b>	
<b>Sponsor or Committee Chair:</b>	<b>Select One If 'Other', specify John Cleary</b>	
<b>Date Presented:</b>	<b>25/02/09</b>	<input checked="" type="checkbox"/> <b>Additional Attachments</b>

## BACKGROUND INFORMATION SUMMARY:

- There is a bulletin board located on Dog Hill that is maintained and updated by the High Park K9 Committee. The board is divided into two sections: one side is open to public, including businesses, for postings and the other is covered with glass upon which the K9 committee posts information, minutes and announcements.
- While the open public side of the bulletin board provides a valuable resource to dog-owners and park community, notices on the public side are often taken down, defaced and/or subject to weather conditions.
- The K9 committee has been approached by a local business wanting to rent space on the glass side of the Dog Hill Bulletin board. The business has previously supported K9 committee events and activities. The committee has received similar request from other businesses in the past.
- The K9 committee has approached and received permission from the park supervisor to proceed with pilot project for space rental pending approval of the full council. City staff has previously indicated that such private section supported advertisements fit within the operating procedures of the City. An example of a similar project in High Park would be the advertisement on the skating rink.
- Rental of part of the space on the glass side would provide the local business with a permanent location targeted at their primary customer base, while providing the K9 committee and HPCAC with content control as well as source of financing.

## SUGGESTIONS and/or RECOMMENDATIONS:

- The K9 committee would like to establish a 1 year pilot project to rent out a set amount of space (1 page high by width of board) to local businesses. Rules and conditions for rental of the space are attached. The rules include provisions for approval of message by executive and park supervisor; allocation of funds to the HPI; as well as guidelines for the location, term limit and content of the postings.
- Depending upon the outcome of this pilot project, it may be beneficial to the council to establish guidelines for advertising on all boards in the park as well as consider other potential revenue sources from advertisement

## MOTION: (if applicable)

- The High Park Community Advisory Council motions that the K9 committee proceed with a 1 year pilot project for rental of a set amount of space on the Dog Hill bulletin board to local businesses. The conditions and guidelines for use of this space are established in the accompany document and will be subject to approval and monitoring by the council.

### **Draft rules for rental space on the Dog Hill bulletin board**

1. All funds raised to be donated to HPI.
2. All posting to be approved by executive and park supervisor.
3. All rental space to have a set time limit (3 months) at a fee of \$10 per month.
4. Rentals space to carry a disclaimer and be clearly marked advertisement  
“Postings within this space are **paid-advertisement** and carry no affiliation with the City of Toronto and the High Park Community Advisory Council.”
5. Rental space on each bulletin board will be limited to the bottom of the board in an area not exceeding 8.5” high by the width of the board.
6. Changes to the posting will be limited to one per month and subject to HPCAC rules.
7. Any events and/or service advertised must adhere to operating procedures of the HPCAC and abide by City of Toronto bylaws. Failure to do so will results in termination of rental space.
8. The council maintains the right to refuse any postings.