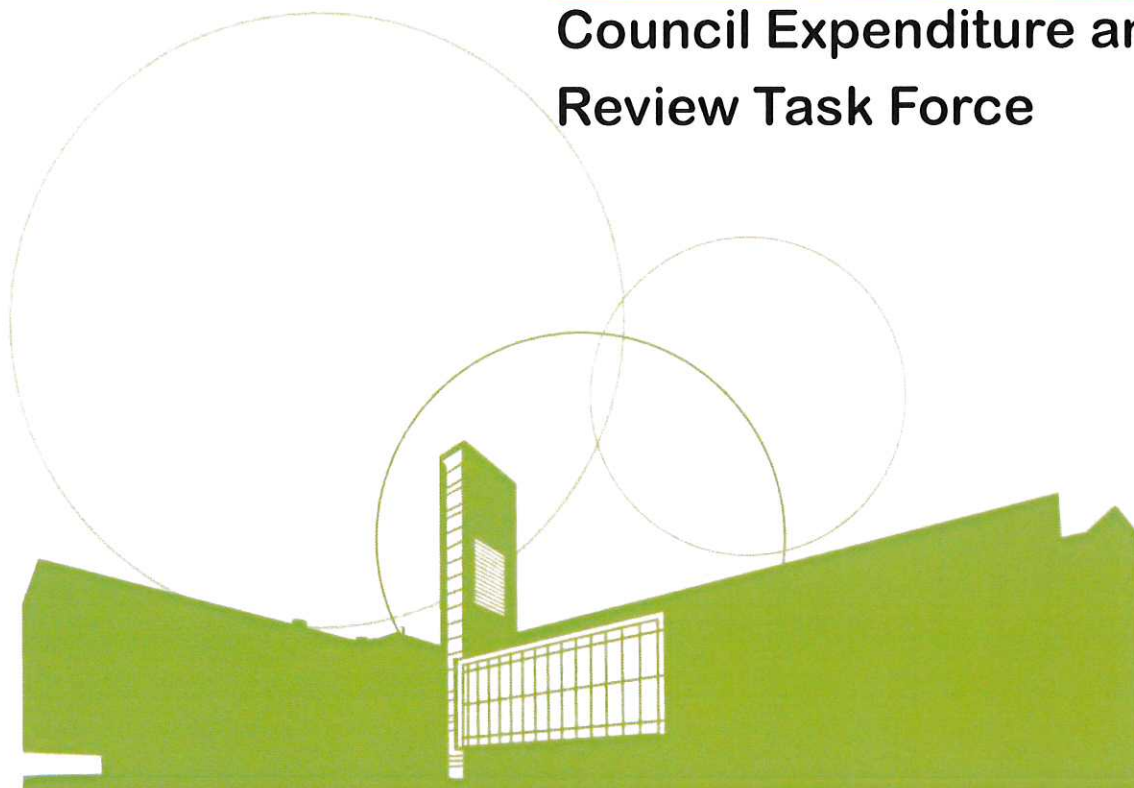


April 13 / 16

Item- 1

Advertising Expenses

Council Expenditure and Code of Conduct
Review Task Force



Purpose

- Facilitate Taskforce deliberation on possible changes to the Council Member Expense Policy to ensure clarity and consistency with the Code of Ethical Conduct for Members of Council
 - April 13, 2016: Advertising and other direct-to-public communication Expense
 - May 10, 2016: Community Events and Sponsorship Expenses
 - June 10, 2016: General Office Expenses
 - TBD: Travel and Education Expenses

Today's Agenda

- Define Scope of section
- Identify related Code of Conduct Principles or Rules that should be considered in re-drafting the section
- Identify the applicable Expense Policy General Terms and Definitions, Guiding Principles, and Roles and Responsibilities that should be considered in re-drafting the section
- Define Allowable Content
- Define Eligible Costs
- Define Ineligible Costs
- Other Considerations

Staff have gathered relevant information and proposed potential language for the Task Force's deliberation

Scope

- The Merriam-Webster definition of **Advertising** is “the action of calling something to the attention of the public, especially by paid announcements”
- Advertising for the purpose of the Expense Policy could include:
 - Paid advertisements of any kind
 - Newsletters (whether mailed, published in a local newspaper, emailed or distributed by any other means)
 - Telephone blasts (live or pre-recorded)
 - Websites, on-line content and social media posts
- This would serve to consolidate four subsections of the current Section 9 of the Expense Policy into one streamlined and clear section.

Expense Policy Principles and Rules

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| 2.1 Business Related Expenses: | <ul style="list-style-type: none"> • Are incurred in the interest of the City for the advancement of the City • Support the attainment of the City's approved goals and objectives • Further the interests of the City • Are incurred for the City's benefit and not for a personal benefit. |
| 3.1 Accountability | <ul style="list-style-type: none"> • The public expects the public funds Councillors use when they perform their duties to be used prudently • Councillors are the stewards of City resources and are ultimately accountable to the public and their constituents • Councillors' expenses must be reasonable and reflect what the public expects of an elected official. |
| 3.3 Transparency | <ul style="list-style-type: none"> • The public has a right to know how public funds allocated to Councillors are spent |
| 4.1 Council Members and Council Staff Roles and Responsibilities | <ul style="list-style-type: none"> • Public funds may not be expended or committed for personal use, non-City business use, campaign or election related purposes • Strictly comply with Council Member Expense Policy, Accounting, Financial and Budget Policies/Procedures at all times. • Are ultimately accountable to the public and their constituents for the type and level of expenses they incur. |

Code of Conduct Principles and Rules

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|------------|--|
| Rule 1(a) | Members of Council shall serve and be seen to serve their constituents in a conscientious and diligent manner. |
| Rule 1(b) | Members of Council should be committed to performing their functions with integrity and transparency. |
| Rule 3(1) | No Member shall disclose or release by any means to any members of the public, any confidential information acquired by virtue of their office, in either oral or written form, except when required by law or authorized by Council to do so. |
| Rule 5(2) | No member shall use the facilities, equipment, supplies, services or other resources of the City for any election campaign or campaign-related activities. |
| Rule 10(1) | Members of Council will accurately communicate the decisions of Vaughan's Council, even if they disagree with a majority decision of Council so that there is respect for and integrity in the decision making processes of Council |

Potential Allowable Content*

- Councillor name, image, contact information and their Ward/Regional role
- The business of the City of Vaughan (either the Councillor's Ward or the City as a whole)
- The business of York Region as it may impact the City of Vaughan
- Relations with other municipalities or levels of Government
- Promotion of specific City programs, and local special events
- Greetings or congratulatory messages to mark significant occasions
- Information that is factual including accomplishments of the City, Committees or initiatives lead by the Committee Member
- Otherwise complies with the Code of Ethical Conduct for Members of Council

Potential Eligible Advertising Costs*

- Design including writing, layout, photography or videography
- Production including photocopying and printing
- Distribution including postage, web-hosting, purchase of ad space or other distribution costs
- Eligible mediums are:
 - Newspapers that are distributed in Vaughan
 - Periodicals that are distributed in Vaughan
 - Publications and event programs of charitable organizations that have an address in Vaughan, provide services in Vaughan or are holding an event in Vaughan.
 - Outdoor ad space located within Vaughan
 - Radio or Television or other types of broadcasts available in Vaughan

* Based on the Principles and Rules outlined on the previous slides

Potential Ineligible Costs*

- Any costs whatsoever related to ineligible content:
 - Promotes for-profit entities, other levels of government, political parties or candidates (including the Councillor)
 - Includes confidential information about an individual or an in-camera meeting of Council
 - Is not factual or does not otherwise comply with the Code of Ethical Conduct for Members of Council
- Any costs related to content published after the cut-off date in an election year.

Other Considerations

- Category Limits
 - The current policy limits the costs of placing advertisements to \$2000/year for Councillors and \$4000/year for the Mayor
 - There are no limits on other costs that have are potential eligible costs for a re-drafted section
- Election Years
 - The current policy includes a cut-off date of June 30th during an election year
 - Comparable municipalities have cut-off dates ranging from June 1st to September 1st

Task Force Recommendations