

COMMUNICATION 130184

Received from Trisa McConkey, CPA, CGA, Treasurer
Addressed to Committee of the Whole
Date October 8, 2019
Topic Hospital Foundation Advertising

SUMMARY:

The Carleton Place & District Memorial Hospital Foundation has requested that we include an insert in our water bills that they would provide asking for donations towards the Hospital.

COMMENT:

The Town typically includes inserts regarding Town services such as dog tag reminders with the January bills; advertising for the Home Show in April and advertising both Waste Reduction Week and Pumpkin Fest in October. This leaves the June water bills with no insert.

We did include an insert for the Foundation in a water billing a few years ago. Staff received over 200 complaints by phone and many more on social media. Customers felt we were asking too much from them, and they didn't feel the Town should be asking for funding for an outside organization. The Town has never advertised for any other organization in this way.

FINANCIAL IMPLICATIONS

There are no financial implications resulting from this report.

STAFF RECOMMENDATION

THAT Council provide direction regarding the Carleton Place & District Memorial Hospital Foundation's request to include an advertising insert with our June water bills.