

Toronto Public Library Board – Advertising Review Working Group

Meeting No. 1: Tuesday, April 23, 2013, 6:10 p.m. – 6:45 p.m.

Toronto Reference Library, Board Room, 789 Yonge Street, Toronto

Working Group Members Present:

Mr. Michael Foderick

Mr. Kenneth Stewart

Ms. Andrea Tagalakis

Mr. Benjamin Wulffhart

Regrets:

Councillor Janet Davis

ARWG Call to Order

13-001 Jane Pyper, City Librarian, called the meeting to order at 6:10 p.m.

ARWG Election of Chair of the Working Group

13-002 *Moved by M. Foderick:*

That the Advertising Review Working Group:

1. *defers the election of the Chair of the Advertising Review Working Group to the next regularly scheduled Working Group meeting; and*
2. *appoints Benjamin Wulffhart as the Acting Working Group Chair for the April 23, 2013 meeting.*

Carried.

ARWG Declarations of Conflicts of Interest

13-003 There were no Declarations of Conflicts of Interest by members of the Advertising Review Working Group at the April 23, 2013 meeting.

ARWG Approval of Agenda

13-004 *Moved by A. Tagalakis:*

That the Advertising Review Working Group:

1. *approves the agenda.*

Carried.

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ARWG Presentations

13-005 There were no Presentations at the April 23, 2013 Advertising Review Working Group meeting.

ARWG Communications

13-006 There were no Communication items at the April 23, 2013 Advertising Review Working Group meeting.

Item for Approval:

ARWG Advertising Review Working Group Terms of Reference –
13-007 Proposed Revisions

Moved by M. Foderick:

That the Advertising Review Working Group:

1. approves the revised Advertising Review Working Group Terms of Reference (Attachment 1).

Carried.

Item for Information:

ARWG Potential Types of Advertisers and Advertisements – Summer and
13-008 Fall Date Due Slip Advertising Campaigns

A document entitled *Date Due Slip Advertising – Consideration of Potential Advertising Opportunities* was distributed for review and feedback by the Working Group.

Staff were requested to consider ways to ensure that the process for members of the public to complain if advertising is considered to be inconsistent with the Advertising Policy is publicized.

Moved by M. Foderick:

That the Advertising Review Working Group:

1. receives the Potential Types of Advertisers and Advertisements – Summer and Fall Date Due Slip Advertising Campaigns verbal report for information.

Carried.

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ARWG Adjournment

13-009

Moved by A. Tagalakis:

That the Advertising Review Working Group:

*1. adjourns the April 23, 2013 meeting of the Advertising
Review Working Group.*

Carried.

The meeting ended at 6:45 p.m.

Signed: _____