



ACTION REQUIRED

11.

Affinity Credit Card for Toronto Public Library Employees and City of Toronto Residents

Date:	June 25, 2012
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

In a communication to the Toronto Public Library Board dated June 12, 2012 (Attachment 1), Councillor Paul Ainslie, Chair, Toronto Public Library Board is requesting that the City Librarian introduce an affinity credit card for Toronto Public Library employees and City of Toronto residents.

RECOMMENDATIONS

The Board Chair recommends that the Toronto Public Library Board:

1. requests the City Librarian to identify a strategy to create a partnership with a financial institution and the Toronto Public Library to create an affinity credit card available to the general public for use such that a percentage of all fees earned by the credit card company will revert back to the Toronto Public Library; and
2. requests the City Librarian to identify a strategy in which all employees of the Toronto Public Library that are using credit cards be issued one on an affinity basis such that funds can be raised for programs as Toronto Public Library Board sees fit.

BACKGROUND INFORMATION

Attachment 1: Communication to the Toronto Public Library Board from Councillor Paul Ainslie dated June 12, 2012 regarding introducing an affinity credit card for Toronto Public Library employees and City of Toronto residents