



City of
Peterborough

To: Members of the Peterborough Architectural Conservation Advisory Committee (PACAC)

From: Erik Hanson, Heritage Resources Coordinator

Meeting date: January 15, 2014

Subject: Report PACAC14-005
PACAC Publicity Items

Purpose

A report to recommend the purchase and installation of several PACAC publicity devices.

Recommendations

That the Peterborough Architectural Conservation Advisory Committee approve the recommendations outlined in Report PACAC14-005, dated January 15, 2014 of the Heritage Resources Coordinator, as follows:

- a) That the committee accept the quote of \$150 for the production of the new PACAC pull-up banner; and,
- b) That the PACAC approve the expenditure of \$325 for the installation of the new street banner at Murray Street for the month of February in celebration of Heritage Week 2014.

Budget and Financial Implications

The cost to produce the pull-up banner, exclusive of HST is \$150. The cost of installation of the street banner at the Murray Street banner poles is \$325. Both these costs can be accommodated in the \$500 advertising and publicity account in PACAC's 2014 operating budget.

Background

At the September 11, 2012 meeting of the PACAC the committee approved the recommendation of report *PACAC12-029 - PACAC Banner*, "That the PACAC commission the creation of a street banner to be installed periodically to promote the value of heritage preservation in the community". Louis Taylor was requested to produce a design for the banner based on the new artwork created for the committee's new branding exercise. At the October 8, 2013 meeting of the PACAC the committee approved the design of the banner as presented. Staff has reserved the Murray Street banner poles for the month of February.

It was noted at a steering committee meeting for the *Beneath the Canopy* book launch that the PACAC does not have a pull-up publicity banner to use at public events. The committee has the stand for a pull-up banner which was purchased for the Stone House Tour in 2012. Staff is recommending that the committee engage Louis Taylor to design, and oversee the production of, a banner using the PACAC's new logo. The cost of the pull-up will be approximately \$150 exclusive of HST.

Submitted by,

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Heritage Resources Coordinator

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