

CITY OF MERRITT

AGENDA

COMMITTEE OF THE WHOLE MEETING

CITY HALL
2185 Voght Street
Merritt, B.C.

Tuesday, March 30, 2010
At 6:30 pm

Mission Statement: The City of Merritt is a progressive, attractive, economically viable City that is socially responsible and environmentally sustainable.

Council

Mayor Susan Roline

Councillor Dave Baker

Councillor Mike Goetz

Councillor Nadia Hunter

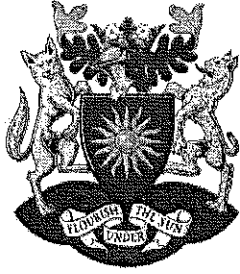
Councillor Harry Kroeker

Councillor Alastair Murdoch

Councillor Shelley Sanders

Country Music Capital of Canada

For Enquiries
Telephone - (250) 378-4224
www.merritt.ca



CITY OF MERRITT

A G E N D A

COMMITTEE OF THE WHOLE MEETING
COUNCIL CHAMBER, CITY HALL
TUESDAY, MARCH 30, 2010
AT 6:30 PM

1. PRESENT

2. CALL TO ORDER

3. REPORTS

ADVERTISING
PORPOSAL

3.1 Joint Proposal from Merritt Herald and Merritt News
File: 2240.26

4. TERMINATION OF MEETING

<input type="checkbox"/> Agenda
<input type="checkbox"/> Binder
<input type="checkbox"/> Mailboxes
MAR 25 2010
<input type="checkbox"/> Central Filing No. 2240.26

Ruth Tolerton

From: John Morash [merrittnewspublisher@telus.net]
Sent: Thursday, March 25, 2010 10:51 AM
To: Ruth Tolerton
Cc: Etelka Gillespie; Dave Baker; Mike Goetz; nadia_hunter@shaw.ca; Harry Kroeker; Alastair Murdoch; Shelley Sanders; Mayor
Subject: Joint proposal between Merritt News and Merritt Herald/Weekender
Attachments: Joint Proposal News_Herald_Weekender.docx; ATT18978.htm; City Template.pdf; ATT18979.htm

Greetings Ruth, Mayor and Council.

Please see the attached proposal for advertng as requested. We have developed a blended rate and an equitable way of running city advertising in both papers for the same rate of \$3.90 per column inch. Jointly we have also recommended some advertising procedures that will help city advertising become as effective as possible. On behalf of Etelka and I, we thank you for the opportunity to meet with you on Tuesday, to discuss this further and answer any questions you might have.

Kind Regards,
John

March 19, 2010

Honorable Council, Mayor
and Ms. Ruth Tolerton
Corporate Services Manager
City of Merritt
PO Box 189,
Merritt BC V1K 1B8

Re: Joint proposal for statutory advertising in both the Merritt News and Merritt Herald/Weekender.

We have been asked to come up with a combined rate solution so that city advertisements could run in both papers for one price per column inch.

We have agreed to the following:

1. That we will each run city ads for the blended rate of \$3.90/column inch for a period of one year commencing April 8, 2010.
2. Each paper will reserve page 4 for city advertisements (city page). The rest of the page will contain city related information. In the event that the city has no advertising in a particular week there will be no city page. Both papers agree that we cannot give out a full page without any revenue attached.
3. That we will both run information provided to us on the city page to fill the space between the ads.

Recommendations for city council:

1. That help wanted ads run as classifieds in our respective career section. From our combined newspaper experience we know that is where our readers look for jobs.
2. That the suggested font size for body copy text be 10 pt font or larger and that it should not go below 9 pt font for any reason because the text will become illegible in news print.
3. That as a part of our partnership that coordinator for information that will run for free on the city page be appointed and directed to supply information, as requested by council, for that page prior to our respective deadlines. Friday at noon would be preferred for the following week.
4. That we adopt a similar template for city ads based on column inches that will fit our respective templates. Our page sizes differ and so do our columns.

Merritt News has 6 columns and page depth of 11.5" making our print area 69 column inches on a page. Therefore acceptable ad sizes are as follows.

(5.4 column inches) 1/12 page = \$ 21.06
(8.9 column inches) 1/8 page = \$34.71
(11 column inches), 1/6 page = \$42.90
(16.7 column inches) 1/4 page = \$65.13
(22.5 column inches) 1/3 page = \$87.75
(45 column inches) 2/3rd page = \$175.50
(69 column inches) full pages = \$269.10

To be on par for the same size and same rate per column inch see the chart below.

Merritt Herald/Weekender has 7 columns and page depth of 14" making our print area 98 column inches on a page.

(5.4 column inches) 2 col x 2.7" = \$ 21.06
(8.9 column inches) 2 col x 4.3" = \$34.71
(11 column inches) 3 col x 3.7" = \$42.90
(16.7 column inches) 3 col x 5.58" = \$65.13
(22.5 column inches) 3 col x 7.5" = \$87.75
(45 column inches) 5 col x 8.6" = \$175.50
(98 column inches) full page 7 col x 14" = \$382.20

Notes: We stayed with the blended rate of \$3.90 for the News and the Herald/Weekender combination, because that is what we were asked to do. However, there are many differences to try to level fairly with our page sizes and column sizes being different. However we did come up with a formula that will have papers both getting the exact same revenue for the same column inches, except in the case of running a full page the Herald/Weekender will get more revenue because the page is bigger and has 7 columns and the News has 6 columns. Moreover, the Herald/Weekender will go up \$0.30/ column inch over last year (nearly a 9% increase in rate). On the other hand, the Merritt News will go down (9%) -\$0.30/ column inch but make up revenue in more volume (total dollars spent) over the course of the year, than the previous year.

Therefore, the advertising coordinator would have to stipulate the suggested number of column inches required for the ads so they run at the same rate and relative sizes in both paper groups. In the case of a full page the Herald/Weekend will receive more revenue perhaps an averaged rate could be charged in the event of a full page (\$325.65 each).

Sincerely,

John Morash
Publisher, Merritt News

Etelka Gillespie
Publisher, Merritt Herald/Weekender



HEADER

2X3.5

SUB HEAD

Council heard year end reports on the activities of the Nicola Valley Heritage Society with respect to the tourist information centre at Baillie House, Merritt Marketing Group with respect to destination tourism marketing and CFDC with respect to economic development.

Green Waste drop off facility - This matter was back before Council to clarify the resolution with respect to the size of the proposed green waste drop off centre near the airport.



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VISIT US AT www.merritt.ca

COUNCIL DECISIONS: FEBRUARY 23rd, 2010

1. Council heard year end reports on the activities of the Nicola Valley Heritage Society with respect to the tourist information centre at Baillie House, Merritt Marketing Group with respect to destination tourism marketing and CFDC with respect to economic development.

2. **Green Waste drop off facility** - This matter was back before Council to clarify the resolution with respect to the size of the proposed green waste drop off centre near the airport. After considerable discussion on the amount of land allocated, Council referred the matter to the Airport Committee for clarification on what the site usage will look like.

3. **Benches** - Council considered a report on bench design for benches in the City Centre. Council referred the report to the City Centre Board and the RCMP for their input.

4. **Zoning Amendment - 2414 Springbank Avenue:** This zoning amendment bylaw is a spot zoning bylaw (i.e. applicable only to that specific property) to allow construction of a garden suite/coach house secondary dwelling, The

bylaw received two readings and has not been referred to public hearing.

5. **Canada Day Funding Application** - Council approved the Deputy Leisure Services Manager making application to Heritage Canada for grant funding for Canada Day celebrations.

6. **SILGA Resolution** - Council approved a resolution going forward to the Southern Interior Local Government Association conference for consideration. This resolution requests the Province to lobby for changes to federal legislation to require licensed marijuana growers (medicinal use) to require annual building inspections for safety reasons.

7. **Corporate Wellness Program** - Council approved staff to work on a report to provide options for a City of Merritt Corporate Wellness Program. Wellness programs are designed to promote physical and mental health of employees which in turn has beneficial results for productivity.

8. **Development Variance Permit - 300 Lindley Creek Road** - a request to vary the design standards in the 300 Lindley

Creek Road subdivision to allow for a reduced right-of-way width (from 20 m to 15m) and increased length (from 150m to 250m) was defeated.

9. **Signing authority** - Council amended the signing authorities for its bank accounts to delete the former administrator and to add the interim administrator.

10. **Environmental Awareness** - the Committee put forward a recommendation that the City allow a mini flea market every weekend on the dirt lot across from City Hall to allow residents to sell reusable items. Staff has been requested to prepare a report with respect to any issues this might generate.

The Environmental Awareness Committee requested and received a \$1000 allocation from the City initiatives fund for a Earth Day event (April 24) to be held at Spirit Square to promote environmental awareness.

11. Council Sanders received approval from Council to attend a Rural Tourism Conference sponsored by Thompson Rivers University.

HEADER

3X5.58

SUB HEAD

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HEADER

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