



Hamilton

# INFORMATION REPORT

<b>TO:</b>	Chair and Members Audit, Finance and Administration Committee
<b>COMMITTEE DATE:</b>	November 5, 2020
<b>SUBJECT/REPORT NO:</b>	Advertising Costs Associated with Advertising for Vacancies on the Lesbian, Gay, Bisexual, Transgender, Queer (LGTBQ) Advisory Committee (FCS20098) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Janet Pilon (905) 546-2424 Ext. 4304
<b>SUBMITTED BY:</b>	Andrea Holland City Clerk Office of the City Clerk
<b>SIGNATURE:</b>	

## COUNCIL DIRECTION

Not Applicable

## INFORMATION

As per the following direction within the Citizen Committee Report from the Lesbian, Gay, Bisexual, Transgender, Queer (LGTBQ) Advisory Committee:

That the Office of the City Clerk advertises for vacancies on the LGBTQ Advisory Committee in the places which the Committee has identified as likely to be most relevant to Two Spirit and LGBTQIA+ communities (see below).

- Pride and other 2SLGBTQIA+ websites and social media pages
- Facebook groups relevant to 2SLGBTQIA+ communities
- Public buildings
- Community bulletin boards
- Rural communities and rural community centres/hubs
- 2SLGBTQIA+ businesses and not-for-profit organizations
- Business Improvement Areas (BIAs)
- Hamilton Regional Indian Centre and Six Nations
- Bus shelters (if feasible and safe)

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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Staff prepared this Information Report to provide the Audit, Finance and Administration Committee with the details and costs associated with the recommendation within the Citizen Committee Report from the LGTBQ Advisory Committee.

As per the February 27/28, 2020 Council decision respecting the Citizen Committee Report - Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee - Additional Committee Members, staff were directed to commence a recruitment process for the selection of additional members for the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee.

The Analysis/Rationale from the Citizen Committee Report (below) provide further information respecting the recruitment process for the additional members for the LGTBQ Advisory Committee:

**Analysis/Rationale:**

It is important that the Committee have a full complement of members at all times so that it may best represent the diverse communities to which it is accountable (Two Spirit and LGBTQIA+) and may carry out its mandate to the best of its ability.

To that end, we are asking that City Council grant our specific requests to appoint 4 additional members to our Committee and to:

- (1) focus their selection on youth, queer and trans people of colour (QTPOC), and Two-Spirit members of the community; and
- (2) involve members of the LGBTQ Advisory Committee in the selection process.

**NOTE:** We ask that the Committee be updated as to when this Citizen Committee Report will be before both the Audit, Finance and Administration Committee, General Issues Committee, and City Council in the event that either the Chair or Vice Chair would like to delegate in support of the Committee's recommendation.

The City is unable to post to other social media sites, Communications can prepare the social media content and share that content with the Committee, the members of the Committee can reach out to the social media pages and ask them to post the content prepared by Communications or have the content retweeted to the City of Hamilton.

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Communications can reach out to the rural communities and hubs, as well as the Business Improvement Areas (BIAs) and other organizations and ask them to share the information.

Communications can run a digital online campaign that would reach relevant 2SLGTBQIA+ community groups, at a cost of \$500.

Communications currently don't have any advertisements on public buildings, however, the social media content can be included on the City Hall message board at no charge.

Communications recommends a half page advertisement in the Turtle Island News, in order to reach the Six Nations community, at a cost of \$690.

Advertising on bus shelters is available for \$500 per location with the advertisement being posted for one month, however, in order to initiate the advertisements on the bus shelters, it requires a minimum purchase of \$4000.

Communications can also purchase a quarter page advertisement in the Hamilton Spectator for \$890, with the same size advertisement in all 6 of the community newspapers for \$2550.

Communications has also advised staff that many of the specialty publications have stopped printing due to COVID.

The advertising costs associated with advertising for vacancies on the LGTBQ Advisory Committee would be \$8,630, if all of the above were put in place.

**APPENDICES AND SCHEDULES ATTACHED**

Not applicable