

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 12, 2019**

Item 29, Report No. 20, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on June 12, 2019, as follows:

***By approving the recommendation contained in the report of the Interim City Manager, dated June 4, 2019; and***

***By approving the following in accordance with communication C1, from the Director of Economic and Cultural Development, dated May 27, 2019:***

- 1. That Attachment 1 – Policy 02.C.03 in the report of the Interim City Manager, dated June 4, 2019, be replaced with the attached revised version.***

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#### **29. CORPORATE PROMOTIONAL ITEMS POLICY 02.C.03**

**The Committee of the Whole recommends:**

- 1) That consideration of this matter be deferred to the Council meeting of June 12, 2019; and**
- 2) That Communication C1, memorandum from the Director of Economic and Cultural Development dated, May 27, 2019, be received.**

#### **Recommendations**

- 1. That Corporate Promotional Items Policy 02.C.03 (Attachment 1) be approved.**

## Committee of the Whole Report

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**DATE:** Tuesday, June 04, 2019

**WARD(S):** ALL

**TITLE: CORPORATE PROMOTIONAL ITEMS POLICY 02.C.03**

**FROM:**

Tim Simmonds, Interim City Manager

**ACTION:** DECISION

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**Purpose**

To seek approval on a new policy for the acquisition, management and distribution of corporate promotional merchandise as set out in Corporate Promotional Items Policy (02.C.03).

**Report Highlights**

- Corporate promotional items play a role in raising awareness of a city's brand, enhances public relations efforts and fosters community pride at all levels, from dignitary presentations to sports and cultural exchanges.
- Adoption of a corporate promotional items policy supports a culture of excellence in governance.

**Recommendations**

1. That Corporate Promotional Items Policy 02.C.03 (Attachment 1) be approved.

**Background**

Corporate promotional merchandise is an important element in a city's marketing mix. In addition to raising awareness of a city's brand, corporate promotional merchandise contribute to economic development, enhances public relations efforts, foster a spirit of community and enhances pride among citizens, visitors and business audiences.

Corporate promotional merchandise may include general merchandise (e.g. apparel, stationery, toys, pins, etc.), souvenirs or custom, one-of-a-kind items. They may be branded with logos, wordmarks and other symbols; or generic in nature. These items are used by Council and staff as dignitary gifts, tokens given at business and professional interactions, public relations and event giveaways. External organizations also request items for sports and cultural exchanges.

The acquisition of this merchandise is handled primarily by the Economic and Cultural Development Department. The value of merchandise on hand ranges from items of nominal value to a couple of hundreds of dollars; and are funded by the department's operating budget.

Although the City has an informal procedure in place, adopting a corporate policy and procedure would provide improved accountability, fairness and transparency in the acquisition, distribution and management of corporate promotional items.

### **Previous Reports/Authority**

Not applicable

### **Analysis and Options**

Economic and Cultural Development undertook a jurisdictional scan among GTA municipalities: Toronto, Mississauga, Brampton, Markham, Richmond Hill and Newmarket. Overall, staff found a varied approach to management of corporate promotional items. With very few exceptions, many municipalities lacked formalized policies and procedures with respect to corporate promotional items.

### ***Strengthening understanding of corporate promotional items distribution practices***

The Economic and Cultural Development Department has been the primary point of contact for promotional items related to the City of Vaughan. Historically, the role has fallen to ECD due to its work with incoming and outgoing delegations, corporate marketing and promotion. Working with Procurement Services and the Interim City Manager's Office, the Department sources an assortment of corporate promotional items for City use. From time to time, internal departments have purchased items from this inventory for distribution at professional events, staff retirements, etc. As well, external organizations such as school, cultural, sports and other not-for-profit organizations have approached the Department for items to exchange.

***The Corporate Promotional Items Policy aligns with the Term of Council Service Excellence Strategic Plan priority of Good Governance***

Although staff have had an informal procedure for the acquisition, stock keeping, distribution and decommissioning of items, it was felt that a more formalized policy and procedure would be beneficial to the entire organization providing greater clarity and transparency in availability of items, distribution criteria, inventory controls and presentation protocols. With approval of the Policy, staff will finalize a Corporate Procedures document designed to manage and operationalize the Policy.

**Next Steps:**

Upon approval of the Policy, staff will post the Policy, related Corporate Procedures, and the requisition forms to the VOL and City's website.

**Financial Impact**

There are no associated financial impacts with the adoption of this report.

**Broader Regional Impacts/Considerations**

Not applicable

**Conclusion**

The development and adoption of the attached Policy provides guidance on the value of gifts from dignitary levels, to business and community presentations. Furthermore, it articulates a level of service that reflects mindfulness and respect for taxpayer dollars.

**For more information**, please contact: Dennis Cutajar, Director of Economic and Cultural Development at ext. 8274.

**Attachment**

1. Corporate Promotional Items Policy 02C.03

**Prepared by**

Shirley Kam, Manager of Special Projects and Economic Development, ext. 8874  
Dennis Cutajar, Director of Economic and Cultural Development, ext. 8274

# CITY OF VAUGHAN



## CORPORATE POLICY

**POLICY TITLE:** CORPORATE PROMOTIONAL ITEMS

**POLICY NO.:** 02.C.03

<b>Section:</b>	Accountability & Transparency		
<b>Effective Date:</b>	June 5, 2019	<b>Date of Last Review:</b>	Click or tap to enter a date.
<b>Approval Authority:</b> Council	<b>Policy Owner:</b> Chief Corporate Initiatives & Intergovernmental Relations		

### POLICY STATEMENT

A Policy guiding the acquisition and distribution of the City's Corporate Promotional Items supports a results-driven approach to relationship-building; corporate image; city-building; and economic, tourism, arts and cultural development.

### PURPOSE

The City will use this Policy to guide its response to requests for Corporate Promotional Items by Council, external organizations, the General Public and staff in a manner that promotes accountability, transparency and fairness while enhancing the City image, and community pride.

### SCOPE

This Policy applies to the Head of Council, Councillors, and City employees involved in the approval, acquisition, fulfillment and management of existing and future corporate promotional items. Purchases made by Councillors or Departments for their personal or operational uses (such as, public education awareness of City services) are outside the scope of this Policy. Gifts obtained through donation or sponsorship are out of scope of this Policy. The ceremonial Key to the City is outside the scope of this Policy.

### LEGISLATIVE REQUIREMENTS

None.

### DEFINITIONS

- 1. City:** The Corporation of the City of Vaughan.

**POLICY TITLE: CORPORATE PROMOTIONAL ITEMS**

**POLICY NO.: 02.C.03**

- 2. Corporate Promotional Items:** City-owned branded and unbranded merchandise purchased in bulk or small quantity by the City, including general merchandise and dignitary gift items.
- 3. Councillor:** Elected representative of Vaughan City Council, and their respective office.
- 4. Department:** A City administrative unit described in the City's organizational structure.
- 5. Dignitary:** High-ranking representative(s) of a Canadian and/or foreign business, government, non-government organization, and/or cultural institution visiting the City; or, that may be visited by representatives of the City in an official capacity, such as: an outbound delegation, special ceremonies of local business and community organizations (e.g., grand opening, milestones, and other similar events), or other related City events and activities.
- 6. ECD:** Economic and Cultural Development Department.
- 7. Employees:** All employees of the City.
- 8. External Organization:** Entities external to the City with an identified common economic and/or cultural interest with the City and may include municipal and senior government (including their domestic and foreign agencies), non-government organizations (NGO), industry associations, business associations, boards of trade, chambers of commerce, not-for-profit agencies, boards and commissions, MP and MPP offices, or other community and industry-based not-for-profit entities.
- 9. General Public:** An individual(s) or organization(s) that do not have a common economic or cultural interest with the City and is not considered an External Organization.
- 10. Head of Council:** Mayor of the City.
- 11. Vendor:** Suppliers of Corporate Promotional Items.

#### **POLICY**

A formal policy to govern requests for Corporate Promotional Items invites transparency, fairness and efficiency in considering and fulfilling these requests, with an emphasis on developing relationships that further economic prosperity, social and/or cultural opportunities in the City.

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### **1. Corporate Promotional Items**

- 1.1. Should promote a positive corporate image.
- 1.2. Quality goods shall be purchased at a cost that provides the best value for the City and following the Corporate Procurement Policy.
- 1.3. The selection of new Corporate Promotional Items shall be approved by the Mayor or the City Manager (or designate) on an annual or as-needed basis depending on stock levels, budget availability and custom requests.
- 1.4. Distribution should reflect a level of fairness amongst external organizations.
- 1.5. Requests for Corporate Promotional Items shall comply with the Corporate Promotional Items Procedures PRC.09.

### **2. Dignitary Gifts – Head of Council**

- 2.1. ECD may purchase non-bulk or customized dignitary gifts on behalf of the Mayor as Head of Council.
- 2.2. Dignitary gifts shall not exceed a nominal per unit cost as stated in the Corporate Promotional Items Procedure
- 2.3. Dignitary gifts shall be presented by the Mayor, except:
  - 2.3.1. In the Mayor's absence, a designated Councillor, or designated members of the Corporate Management Team (CMT) or Senior Management Team (SMT) may present a dignitary gift.
  - 2.3.2. In extraordinary situations when CMT or SMT staff meet with a dignitary in the absence of the Mayor, or a Councillor, and a gift exchange occurs, senior City staff (i.e. CMT or SMT member) may present a dignitary gift from the Corporate Promotional Items inventory. The Mayor's Office shall be advised about the presented dignitary gift and the name of the dignitary, to avoid future duplication.

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### **3. Business Gifts**

- 3.1. The Mayor, Councillors or City staff engage in routine visits to Vaughan-based businesses as part of the City's economic development and community promotion mandate. For these types of business visitations, a City information kit may be

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presented at each meeting, including a City pin, and a City pen or equivalent stock sourced from the Corporate Promotional Items inventory.

#### **4. General Public Sales**

4.1 Corporate Promotional Items are available for sale to the General Public. An order form is required to be completed, and payment shall be made by the customer at a point-of-sale location in the Civic Centre, including the Cashiers.

4.2 General Public sales are final sale, unless items are deemed defective.

#### **5. External Organization Requests**

5.1. Giveaway requests from External Organizations are to be received by the ECD by way of a completed Giveaway Request Form.

5.2. Giveaway items shall be capped to a nominal number of units per organization, on an annual basis.

5.3. Giveaway items may include:

- Pins
- Pencils

#### **6. Accountability/Financial Responsibility**

6.1. ECD shall conduct a physical inventory count on a semi-annual (June 30) and annual basis (December 23).

6.2. Pursuant to applicable City by-laws, policy and procedures, ECD shall write-off at year-end, and then donate, auction, recycle or dispose of Corporate Promotional Items that are deemed obsolete by the Department Head and Chief of the Portfolio.

6.3. The value of Corporate Promotional Items is not deemed to be material under general accounting principles and shall not require reporting to the Finance Department.

6.4. Expenses related to Corporate Promotional Items are funded by the Council-approved annual Economic and Cultural Development Budget.

#### **ADMINISTRATION**

*Administered by the Office of the City Clerk.*

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**POLICY TITLE: CORPORATE PROMOTIONAL ITEMS**

**POLICY NO.: 02.C.03**

<b>Review Schedule:</b>	Other (specify) Term of Council	<b>Next Review Date:</b>	January 2, 2023
<b>Related Policy(ies):</b>	02.C.02 – Inbound & Outbound Delegations, 02.C.01 – Cultural & Economic Partnerships, 13.A.02 – Employee Code of Conduct, CL-012 – Council Member Expense Policy, PS-003 Corporate Procurement Policy		
<b>Related By-Law(s):</b>			
<b>Procedural Document:</b>	PRC.09 – Corporate Promotional Items		
<b>Revision History</b>			
<b>Date:</b>	<b>Description:</b>		
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