



The Corporation of the City of Cornwall
Regular Meeting of Council
By-law Explanatory Note

Department: Infrastructure and Municipal Works
Division: Transit
Report Number: 2020-330-Infrastructure and Municipal Works
Prepared By: Len Tapp, Division Manager
Meeting Date: August 10, 2020
Subject: Explanatory Note to By-law for Agreement Renewal of Transit
Bus Shelters Advertising

Background / Discussion

Pattison Outdoor Advertising installed 18 bus shelters approximately 20 years ago when the existing agreement was first approved by Council. A renewal clause is included due to significant cost that Pattison incurred in their original investment. It is beneficial to both parties to continue with further five (5) year agreement.

These types of agreements with transit authorities are not as attractive to proponents as they once were due to new social media advertising sources and it is unlikely that a proponent would incur the necessary cost to set up shelters in Cornwall. Pattison Outdoor Advertising and Cornwall Transit has had, and continue to have, an excellent working relationship.

Report Approval Details

Document Title:	Note - By-law for Renewal Agreement with Pattison Outdoor Advertising - 2020-330-Infrastructure and Municipal Works.docx
Attachments:	
Final Approval Date:	Jul 30, 2020

This report and all of its attachments were approved and signed as outlined below:

Len Tapp - Jul 28, 2020 - 3:11 PM

Bill de Wit - Jul 29, 2020 - 10:24 AM

Maureen Adams - Jul 30, 2020 - 5:28 PM