



TOWN OF MINTO

DATE: February 22, 2016
REPORT TO: Mayor and Council
FROM: Gordon Duff, Treasurer
SUBJECT: Donation to 88.7 FM The River

STRATEGIC PLAN:

5.0 Financial Strategy

Manage Town finances in a transparent and fiscally responsible manner using a wide variety of accepted methods such as maintaining healthy reserves, investing conservatively, sensible user fees, property tax control, and responsible borrowing.

BACKGROUND:

The Town of Minto has received a request from Saugeen Community Radio Inc. for a donation in the amount of \$500. Saugeen Community Radio Inc. was formed in 2012 with a mission to bring local community radio to North Wellington and southern Grey County. After much regulatory delay, the station began broadcasting in September 2015. It has been working at developing more content and increasing the reliability of its equipment.

Under its new name, 88.7FM The River, this station is working to fill the need for a radio station which is geared to serving the residents of this relatively small catchment area. Similar stations have had success in Centre Wellington, Erin and Hanover. The station would like to receive direct financial support as well as be included in municipal advertising campaigns.

COMMENTS:

Under the Town donation policy, contributions up to \$300 are permitted without requiring a Council report. Donations may go to “not for profit” organizations “providing services or products that benefit the Town”. Staff has reviewed the requests and is prepared to support a donation in the amount of \$500.

FINANCIAL CONSIDERATIONS:

The proposed donation would be included as part of the 2016 donations budget.

RECOMMENDATION:

That Council receives the Treasurer’s report dated February 22, 2016 and approves a donation in the amount of \$500 to Saugeen Community Radio Inc. and the Town of Minto will consider incorporating 88.7 FM The River in its advertising budgets.

Gordon Duff, CPA, CGA
Treasurer