

## **Notice of Motion** – June 25, 3019 Regular Meeting of Council

### **Background:**

At the May 28, 2019, Regular Meeting of Council, an inquiry was made on behalf of the Tecumseh Business Improvement Area Board of Management (BIA) about making license plate covers, with the Town's trademark, available to the public.

Licence plate covers with the Town's trademark were previously made available for purchase, by the Town, until the inventory was depleted.

Policy No. 51 sets the guidelines for use of the Official Mark or Trademark of the Town (aka Logo) and permits:

Use of the Official Mark or Trademark by boards affiliated with the Town of Tecumseh including, but not limited to, the Tecumseh BIA and the Tecumseh Police Services Board, may be authorized by Council upon the submission of a Trademark Assignment Agreement to the Clerk.

The BIA was established in accordance with the Municipal Act, 2001:

- to oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and
- to promote the area as a business or shopping area.

The BIA is seeking Council's authorization to procure license plate covers with the Town's trademark and to make them available for sale to the public. The BIA hopes their sale of these license plate covers will assist in creating awareness of the BIA and support their efforts in promoting the business and local shopping area. Any funds raised would help to support their beautification efforts of the business improvement area.

The following Strategic Priorities for 2017-2018 adopted by Council would support this request:

- make the Town an even better place to live, work and invest through a shared vision for our residents and newcomers
- steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses
- demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

### **Resolution:**

**That** the Tecumseh Business Improvement Area Board of Management (BIA) be authorized to procure license plate covers, with the Town's trademark, and to make them available for purchase by the public, subject to entering into a Trademark Assignment Agreement, in accordance with Use of the Official Mark or Trademark Policy No. 51.