

April 15, 2019

To the Clerk of Halton Hills (Georgetown), for furtherance to:

- Hon. Rick Bonnette, Mayor of Halton Hills
- Town Council of Halton Hills
- Warren Harris, Director of Parks and Open Spaces

Ladies and Gentlemen

In mid-summer 2018, Georgetown SloPitch League (GSL) and Halton Hills Minor Baseball Association (HHMBA) had received permission from the Town to sell banner advertising on the outfield fences of the baseball diamonds. Our target was to sell on

- Fairgrounds 1 and Gellert South 1 to the advertisers that were seeking to target youth
- Gellert South 2 and 3, Hornby 1 and 2, Glen Williams 1 and 2, Trafalgar Sports Park 1 for those advertisers that are targeting adults.

The permission from the Town came very late in the 2018 baseball season, and yet we were able to sell some banners and donated to the Town's Special Account for baseball operations (TSA), \$5,200. Our goal this season is to achieve 50 banners, creating a donation to the TSA in excess of \$25,000.

The reason for this communique is to request a review of the Town's policy, regulation, bylaw or tradition of not allowing the advertisement of beer, alcohol or marijuana (pot). And before we go any further, last year Molson Coor's Light approached us hoping to put banners on all 7 of the adult oriented diamonds and that would have created a further \$6,000 donation to the TSA. Because of the Town's policy, regulation, bylaw or tradition, we were unable to accept their very generous offer.

In the Provincial budget and over the last few weeks in various announcements, the Provincial government has demonstrated their intentions to move past the somewhat Victorian handling of alcohol. It appears that tailgating, early operations in bars, "happy hour" advertisement and allowing alcohol in public parks – are all positive changes to the Provincial stance on alcohol.

We would ask that the Town of Halton Hills relax its position on alcohol advertising. We would like to be able to allow our bars and pubs to purchase banner advertising, using the allowances that are already in place from their beer suppliers. To do that, we need to allow the advertising by the different beer companies. I have spoken with Wild Wings, Boston Pizza, St George, the old Bracky's, Shoeless Joes, Symposium and Kelseys about their advertising and all are pondering the program, and admit that if they could use a beer company logo or backing, they would be buying multiple banners each.

We ask the support of council, as we believe precedent has been set:

- First – the Georgetown Head for the Hills craft beer festival, which we, the ball leagues support through our volunteer time, has an exemption from the Town’s rules on advertising beer. At the very least, we believe the baseball leagues / fields should be included in the exemptions.
- Secondly, the Province obviously believes that allowing the people who are going to partake of alcohol or pot, are largely old enough to monitor their own in-take and be adult enough make their own decision on the circumstances of their in-take.

No doubt there will be a small hue and cry from the Town-based opponents to any relaxation in the advertising standards, but I firmly believe, that while vocal and loud, the opponents will be in the minority. The Province would not be relaxing their treatment of alcohol and pot if there was not a majority support in the electorate.

I would welcome the chance to talk to any of you about this request – either in private or open court, one on one or to the group as a whole. The impact I believe to be material and I request action on this at your very earliest opportunity

Kindest regards



Pete Wanner  
Treasurer and Founder

c.c. Jamie Chouinard – President Georgetown SloPitch

c.c. Larry Fitzgerald – President Halton Hills Minor Baseball Association