



ACCESS BARRIE MEMORANDUM

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: C. HARRIS, ASSOCIATE DIRECTOR OF COMMUNICATIONS AND CUSTOMER SERVICE

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: THIS WEEK IN BARRIE/LEGISLATIVE ADS IN BARRIE TODAY

DATE: OCTOBER 25, 2023

The purpose of the Memorandum is to inform members of Council that as of October 19, 2023, the City of Barrie is using Barrie Today's digital platform to share *This Week in Barrie* (City-related news, events and activities), as well as all legislative ads on an interim basis.

On Friday, September 15, 2023, Metroland Media announced it will be restructuring its operations and seeking protection under the Bankruptcy and Insolvency Act. As part of this plan, most of Metroland's 71 community newspapers moved to a digital-only model, including Barrie's only remaining printed newspaper, The Barrie Advance. The City had an advertising contract with the Barrie Advance to print *This Week in Barrie* every Thursday. *This Week in Barrie* was one way for the City to keep Barrie residents informed on topical information that's important and valuable to them. The City also printed all notice requirements under all Provincial Acts including legislative ads in the Barrie Advance.

With no print newspaper, the City looked for other options where *This Week in Barrie* and legislative ads could be shared so that residents could continue to be well-informed on City business. The City recently secured a temporary solution with Barrie Today for a page on their website that will be updated weekly with City-related news and initiatives. The page will continue to be called *This Week in Barrie* and will be updated each Thursday. Barrie Today will also host all City of Barrie Public Notices and legislative ads. City staff will reevaluate options for *This Week in Barrie* in 2024.

The loss of a printed newspaper will no doubt have a significant impact on many residents who relied on it for local news. While we can't replace the newspaper, we have moved quickly to find a reasonable replacement for residents to stay up to date on weekly news happening in their city.

In addition to *This Week in Barrie*, residents can stay informed about City services, initiatives, and more through a variety of the City's communications channels, including media releases, the City's free mobile app, e-newsletters, posters, rack cards, monitors in community centres, direct mail campaigns, and social media (Facebook, X, Instagram).