

New rule kills Acton car commercial

BY FRANCES NIBLOCK
The Acton Tanner

No one will shout "Lights, Camera, Action!" in Acton today (Wednesday).

The Town's brand-new interim policy on film production shoots, passed Monday, killed plans for a Pontiac car commercial that was to be shot on Danville Avenue.

Stung by a car commercial shoot in Georgetown last week that resulted in 10 merchants demanding \$200 compensation each for lost business, Council voted to try to control the shoots by making production companies give the Town five days notice of their plans.

Greg Van Riel of Van Reil Productions Inc. unsuccessfully pleaded with Council to waive the time frame for his planned shoot.

"Damn it," Van Riel complained after Council repeatedly told him that his two days notice was not enough time for staff to do all the work necessary for the shoot.

"I can't plan five days in advance. It's unrealistic. In Toronto you can get a permit on 12 hours notice.

"The Acton shoot is cancelled and you can be sure I won't come back. When people ask me if Acton is a good place to shoot I will tell them about my experience," Van Riel fumed.

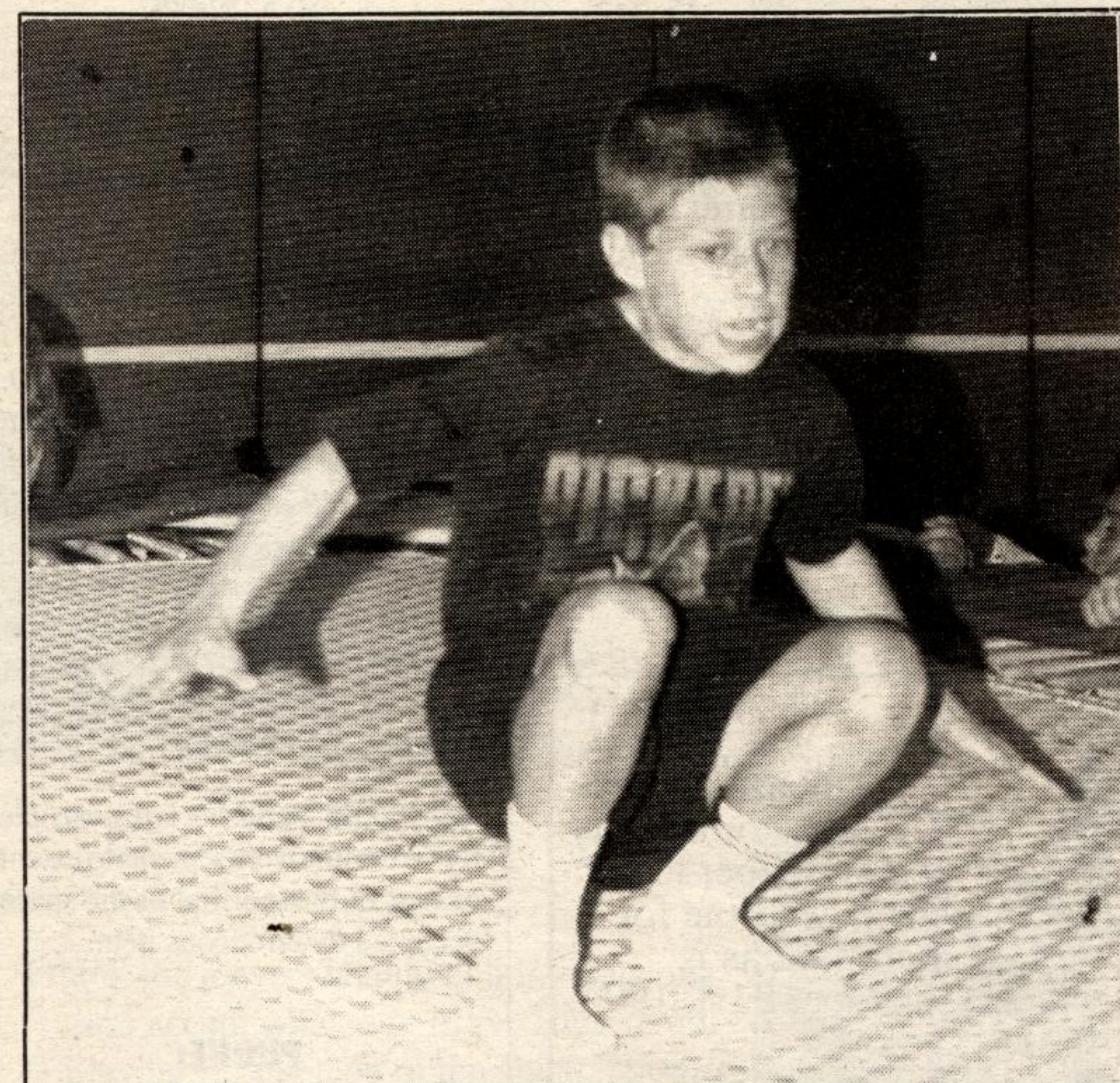
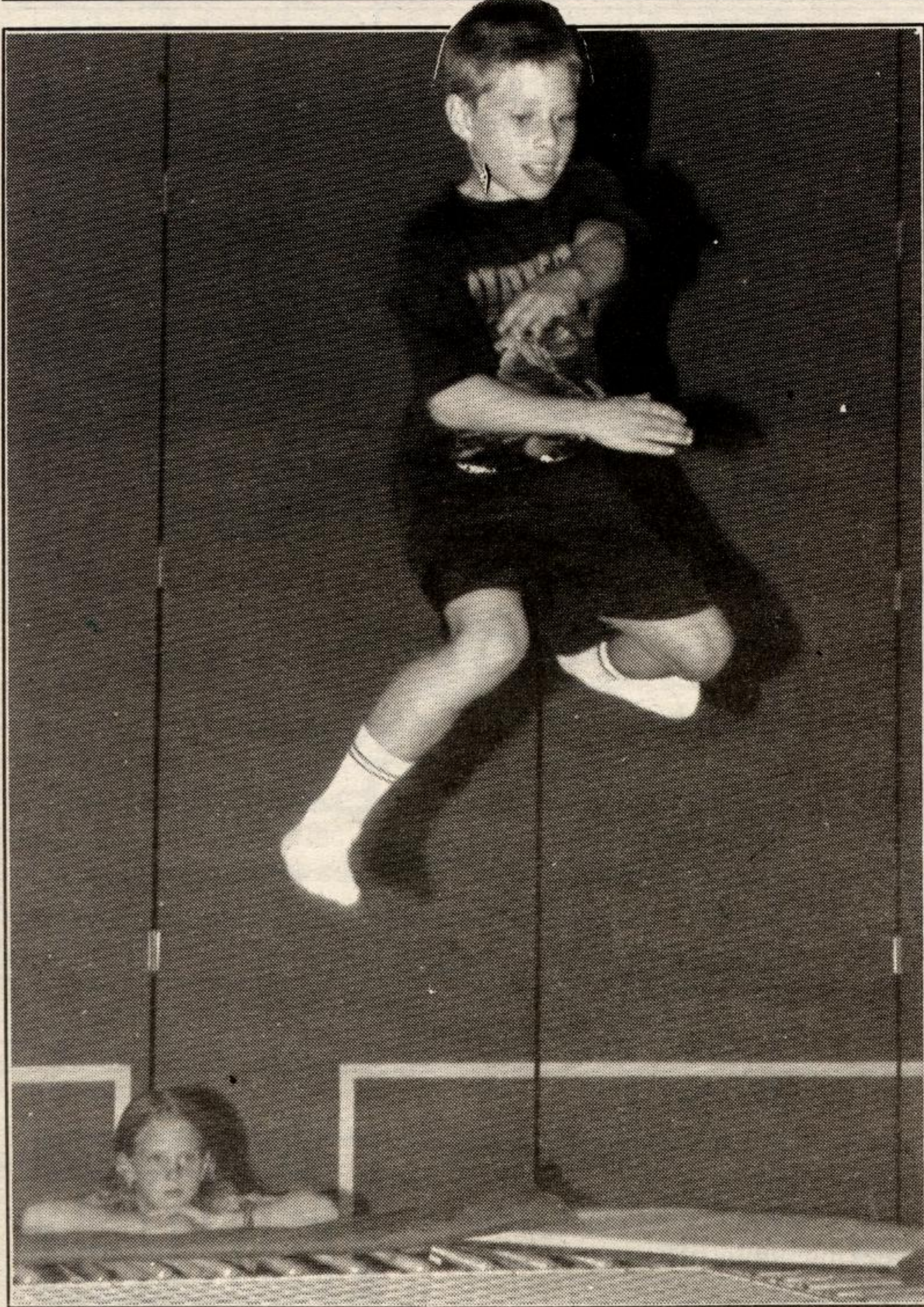
Van Riel said he initially chose Acton because it has the quiet residential neighbourhood he wanted for the commercial.

Mindful of Van Riel's comments Council did reduce the notice time in half to five working days but refused to budge any further after being told that staff did not have the time to get all the necessary approvals for the company to be able to film.

Acton Councillor Rick Bonnette said Van Riel should have been allowed to shoot the commercial.

"I understand that a day's notice is not acceptable but I think that we could have allowed him to shoot this commercial with two or three days notice. It was only going to take three hours on a quiet street," Bonnette said.

Council was told it could take staff 20 hours to deal with an application to shoot a commercial.



FLYIN' HIGH! Joshua Brake, 10, shows fantastic form on the trampoline at Bob McKay's Acton Sports & Fitness Camp at Acton High on Friday. (Doug Harrison photos)

CLEARLY BETTER
In Acton
CANTEL
Canada's Communications Stores
265 Guelph St., Georgetown
(905) 873-3310

SALE and SERVICE
SATISFACTION MAKES
THE DEAL OF YOUR LIFE.

CALL 

TONY SMYTH
PARK LINCOLN-MERCURY
SALES LEASING CARS
AND TRUCKS NEW & USED
HWY. #7 GEORGETOWN
877-2261 RES. 873-6520

Our 15th Year of Educating Preschoolers



Learn and Play at


ACTON CO-OPERATIVE NURSERY SCHOOL

- * Now offering JUNIOR KINDERGARTEN
- * Conveniently located in M.Z. Bennett School
- * Experienced E.C.E. teacher
- * AM and PM classes available for 3 to 5 yr. olds

FOR REGISTRATION INFORMATION PLEASE CALL
Kelly Ralph at 853-1261 or the School at 853-1159

ACTON FOODLAND

ONE DOLLAR



NOT REDEEMABLE FOR CASH NOT REDEEMABLE FOR CASH

WORTH ONE DOLLAR TOWARDS ANY PURCHASE OF \$20.00 OR MORE