

Town bumps rental cost of marquee signs

Getting the message out won't be free anymore—at least not on the Town of Halton Hills marquee signs.

Council approved a policy— replacing its 1994 one— that will increase the price of renting its marquee signs at Mold-Masters SportsPlex, the Gellert Community Centre and the soon-to-be-built sign at the Acton Arena and Community Centre, starting January 1.

Currently users of the facility are not charged for use of the sign and affiliated groups, local non-profit groups and service clubs are charged \$25 for three days.

But now all will be charged a base rate of \$100 for seven days, with discounts according to group status, number of sides of the marquee used, number of lines, and duration of the advertising. For example, a non-profit group using five lines on the sign for seven days would pay \$80.



Council has approved a policy that will see the price of renting signs on marquee signs at town facilities, like the Mold-Masters SportsPlex, increase. Photo by Ted Brown

A volume discount would be given to regular users of the sign such as the Georgetown Jr. A hockey Raiders or the Junior B lacrosse Bulldogs. Another change is that commercial groups will

now be allowed to use the signs.

Town staff justifies the increase by saying the locations of the signs provide excellent visibility, reach and overall value for the advertising dollars. Based on daily traffic stats, the Mold-Masters SportsPlex sign on Guelph St. would get 189,000 hits per week, the Gellert Centre on Main St. S., 43,750 and the Acton Arena sign on Queen St., 87,500 hits.

Staff will use a priority ranking to allocate advertising space: facility user, Recreation and Parks Department, municipal use, registered groups, service clubs, local non-profit groups and commercial groups.

It is expected the Town will realize a minimum \$9,000 annual profit from the new fees.

For more information go to the town's website www.haltonhills.ca

—By Cynthia Gamble, staff writer

Police bust grow operation

A Halton Hills man is facing drug charges after police found a marijuana grow operation in containers in an underground bunker in a barn Friday.

Halton Police Drug Bureau members were at the 22 Sideroad property executing a search warrant when they found 35 marijuana plants, valued at \$35,000, in three containers buried under a concrete pad in the barn. Police also seized \$3,000 in hydroponic equipment and 16 OxyContin pills.

Charged with produce a controlled substance (marijuana), possession of a controlled substance for the purpose of trafficking (marijuana) and possession of a controlled substance (OxyContin) is David Peter King, 46, of 22 Sideroad.

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