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Office of the Mayor

London
CANADA

May 7, 2012

Chair and Members
Finance and Administrative Services Committee

Re: Request for Additional Detail – 2011 Mayor’s Office Expenses

At the Municipal Council meeting on April 10, 2012, a request was made for additional detail regarding the amounts expended by the Mayor’s Office for “Purchased Services” and “Professional Fees – Consultant”. To put the following detail into context, previous Mayors have hired full time Executive Assistants, on contract, who have held backgrounds in communications. I, on the other hand, have chosen to contract an Executive Assistant with extensive constituency experience and, to complement her skill set, engage the services of a communications professional on an ad hoc basis. I have also taken new steps to engage the public through the implementation of virtual town halls, as well as developing and maintaining a web presence by the Mayor. With this in mind, following is the additional expense details, as requested:

Professional Fees – Consultant

Payee/Explanation	Amount
Susan McElroy & Associates - Meetings, Virtual Town Halls, Speaking Notes, Media Releases, Speech Research, Correspondence, Articles for Publication, Mayor’s Economic Council Preparations, Order of Canada, Letters, Communications Resource, Writing, Media Invitations, Prime Web Video Stream Events.	\$32,852.31

Purchased Services

Payee/Explanation	Amount
Best Western Lamplighter – Mayor’s Economic Council – January 27, 2011	\$1,967.51
Best Western Lamplighter – Mayor’s Economic Council – March 10, 2011	\$1,595.30
YMCA of Western Ontario – Catered Lunch – Mayor’s Sustainable Energy Council	\$305.28
McCabe Promotional Advertising – Team London Buttons	\$798.27
Susan McElroy & Associates – Communications – Mayor’s State of the City Address	\$5,638.30
On-Air Productions – Video Services - Mayor’s State of the City Address	\$8,074.66
AVW-TELAV Inc. – Audio Visual Support – Mayor’s State of the City Address	\$1,165.15
London Convention Centre – Mayor’s State of the City Address	\$5,849.88
Staples - Office Supplies	\$126.53
TOTAL:	\$25,520.88

Honourable Joe Fontana
Mayor