



Subject: Roulston’s Pharmacy Advertising Clinic Space Request

Report Number: CAO 24-022

Committee Name: Community Health Care Committee Meeting

Submitted by: Laura Pickersgill, Executive Assistant

Meeting Type: Council Meeting

Meeting Date: Monday, October 21, 2024

RECOMMENDATION

- A. THAT report titled “Roulston’s Pharmacy Advertising Clinic Space Request” be received as information; and
- B. THAT Council approve the recommendation of the Community Health Care Committee to use Town resources and channels to advertise and promote the Roulston’s Pharmacy clinical space.

BACKGROUND

The co-owners of the new Roulston’s Pharmacy, that is being built in the new north Broadway plaza, approached staff about undergoing joint efforts to advertise the available space this pharmacy will have for medical space in their new location.

DISCUSSION

This request was brought to the Community Health Care Committee and by consensus the Committee was in agreement to using Town resources and channels to advertise this clinical space.

While the Town typically, would not permit an open private business advertising policy in the absence of a sponsorship activity (i.e. Free Skates), the Committee and secretary feel that allowing this would be in fulfillment of one of Councils major strategic initiatives – Lifestyle and Amenities - Physician Recruitment Program and to secure a new walk-in clinic. It is important to note that the Director of Corporate Services is not aware of any Municipalities that have undertaken advertising for for-profit business operations on their websites or social media channels without a link to a sponsorship policy or activity. Commencing this practice may produce additional requests that will need to be considered by Council.

With this in mind, the Treasurer was consulted on any impacts to the Municipal Act ‘bonusing’ regulations. The Treasurer did not feel this met the criteria and has been not deemed to be bonusing therefore this activity is permitted from that review. The Treasurer has noted that, as an activity that is part of the Town’s Physician Recruitment Program,

Section 108(3) of the Municipal Act allows a municipality to provide for the use of the services of any municipal employee by an eligible small business, as part of encouraging the establishment and initial growth of small businesses or any class of them in the municipality, as referenced in Section 108(2).

The plan for this space is to have this allocated space be fully functional and contain the furnishings needed to practice (eg. exam beds, waiting room, etc.). This space is an opportunity to support residents of Tillsonburg and beyond who are unattached to a primary healthcare provider. This space could be used by a physician, nurse practitioner, specialist or hybrid/multiple to use this space. If possible, this could serve as an opportunity for an emergency care or walk-in style clinic.

CONSULTATION

Community Health Care Committee, Director of Finance/Treasurer, Director of Corporate Services / Clerk

FINANCIAL IMPACT/FUNDING SOURCE

Minimal cost – staff time to post the advertisements on our channels.

CORPORATE GOALS

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

Goal – Within the community, Tillsonburg will strive to offer residents the amenities, services and attractions they require to enjoy balanced lifestyles.

Strategic Direction – N/A

Priority Project – *Ongoing* - Physician Recruitment Program; *Short-term* - Secure a new walk-in clinic.

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ATTACHMENTS – N/A