

Notes Regarding Compliance Audit.

Furniss vs. Harding

Concern #1 – 400 Advertising.

- This billboard is on First Nation Lands and as such is under the jurisdiction of the Wahta Mohawks. The sign and my particular advertising message was in fact approved by the Wahta Mohawks.
- There was a complaint filed in September about the advertising. The complaint was forwarded to the MTO. The MTO because they have no jurisdiction did not have an issue. (See Email from Clerk)
- There was a donation amount included in my financials of \$600 because there was a value given when the owner of the billboard asked and donated the “ad space”.

Concern #2 - No \$ amount given to Airplane Advertising.

- The airplane in question is a small piper cub and cannot tow any banners.
- The owner of the airplane is a personal friend who “for a joke” put one of my road signs on the side of the airplane and flew around with his kids “plastic megaphone” shouting “vote for Phil, Phil Harding for Mayor”.
- The owner of this airplane regularly flies all over Muskoka for fun (just as we go for boat rides, he goes for plane rides).
- I was only made aware that he did this after the fact. And did not ask him to do this. He said “instead of going door to door for you, I went dock to dock via air”.
- You can see from the attached picture that you can barely even see the logo on the airplane and certainly without a PA system – he may have been more useful driving around dock to dock with his boat.

Concern #3 – No financial allocation to steel stakes used for road signs.

- 95% of my road signs did in fact have metal holders that were accounted for in the cost of my signage.
- 8-10 large signs (that is all I produced) were used in strategic locations across Muskoka. Firstly, half of these were placed on boathouses or existing sign boards where no stakes were required.
- Maximum 5 or 6 signs may have used steel stakes. (two signs forming a triangle used 3 so maybe 4 or 5 stakes maximum utilized).
- These stakes were old, rusted fence stakes from my home. At a garage sale, they wouldn't get \$.25c for each. But even if \$1.00 – that might equate to \$5 or \$6 total.
- There was no “advantage” in these steel stakes and truly no value to them. Hence why they were not included in my financials.
- Pictures of stakes attached.

Concern #4 – Fuel Mileage

Not related to me so no comment.

Email from the Clerk filing the complaint regarding highway 400 advertising

From: Cheryl Mortimer <CMortimer@muskokalakes.ca>

Date: Friday, August 31, 2018 at 1:45 PM

To: Phil Harding <phil@philharding.ca>

Cc: Jon Popple <JPopple@muskokalakes.ca>, Cheryl Minty <CMinty@muskokalakes.ca>

Subject: Election Signs Complaint

Hi Mr. Harding

We have received an election campaign sign complaint with respect to your campaign advertising on an electronic billboard on Hwy 400 near Muskoka Road 38. As such, we have forwarded this on to the Ministry of Transportation office in Huntsville for their review.

Attached for your reference is the MTO Election Sign Guideline document that was previously provided to all candidates.

Regards

Cheryl

Cheryl Mortimer, Clerk
Township of Muskoka Lakes
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Image of Airplane



Steel Stakes Used to display 4 or 5 maximum signs

