



Board Agenda Report

Committee Name: Grenville 1 O.P.P. Detachment Board

Meeting Date: May 1, 2025

Submitted By: Mary Remmig, Acting/Deputy Clerk

Topic: Advertising – Mother’s Against Drunk Driving (MADD)

Goal: Promote the responsible use of alcohol and anti-impaired driving within the Board’s geographical jurisdiction.

Background: In previous years, the North Grenville Police Services Board has sponsored a business card size ad for MADD Canada. The ad appears in the MADD Message Yearbook which outlines MADD Canada’s programs, victim support services and strategies to eliminate impaired driving in Canada.

As part of the approved budget for the newly amalgamated board between North Grenville and Merrickville-Wolford, the ad in the MADD Message Yearbook was considered to determine the advertising budget. The cost of the ad is \$360.47 (2025 price with hst).

How Does This Relate to the Board: MADD Canada typically demonstrates support for anti-impaired driving initiatives and community safety education. The OPP Detachment Board is responsible for overseeing policing services to communicate community policing priorities – including traffic safety and impaired driving prevention.

Outcome: Staff are seeking the Board’s consent to proceed with the cost of the ad in the MADD Message Yearbook and endorsement of the below design, subject to any modifications and feedback from the board.

