

March 20, 2019

Email: [REDACTED]

Dear [REDACTED]

Re: Request for Access to Information under Part II of the Access to Information and Protection Privacy Act (the ATIPP Act, 2015)

On March 19, 2019, the City of St. John's received your request for access to the following information:

I am seeking any documents associated with the "I heart NL Oil and Gas" campaign.

I am specifically looking for any documentation (including email correspondence, and any formal agreements made between NOIA, the Edge and Growlers, and Mile One) that articulate the financial aspects of this campaign (including whether any discounts on advertising were offered), and how the campaign came to exist.

Enclosed is the information you requested. Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in Section 42 of the ATIPP Act. A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner:

Office of the Information and Privacy Commissioner
2 Canada Drive; P. O. Box 13004, Stn. A, St. John's, NL. A1B 3V8
Telephone: (709) 729-6309; Facsimile: (709) 729-6500

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to Section 52 of the Act.

If you have any further questions, please feel free to contact me by telephone at 576-8429 or by e-mail at kcutler@stjohns.ca.

Yours truly,



Kenessa Cutler
ATIPP Coordinator

ST. JOHN'S

From: [Sheena McCrate](#)
To: [Kenessa Cutler](#)
Cc: [Kevin Breen](#)
Subject: RE: ATIPP Request - Mile One NOIA
Date: Tuesday, March 19, 2019 4:57:48 PM
Attachments: [image001.png](#)

Hi Kenessa,

The only correspondence between SJSE and the teams regarding the “I hear NL Oil & Gas” promo is attached. It is regarding the timing around the installation of an ice logo, which were part of the sponsorship benefits that NOIA negotiated with the teams.

Otherwise, this sponsorship agreement is an arrangement between the teams and NOIA directly. SJSE would not be part of that negotiation, nor would we be privy to value of the sponsorship, financial aspects of the campaign or how it came to exist.

Let me know if you have any other questions.

Thanks,
Sheena

Sheena McCrate | CEO

St. John's Sports & Entertainment | 709.758.5476

www.sjcc.ca

www.mileonecentre.com



From: Kenessa Cutler [mailto:kcutler@stjohns.ca]
Sent: March-19-19 3:19 PM
To: Sheena McCrate
Cc: Kevin Breen
Subject: ATIPP Request - Mile One NOIA

Hi Sheena,

I hope you are well! Please see the attached request for information.

If you have any questions don't hesitate to contact me.

Kenessa Cutler

Access to Information and Protection of Privacy (ATIPP) Coordinator
Office of the City Clerk | City of St. John's
t. 709 576 8429 | e. kcutler@stjohns.ca

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From: [Samantha Phelan](#)
To: [Tara Lynch](#)
Subject: Re: Ice Logo
Date: Tuesday, February 26, 2019 12:11:32 PM

Great. Will get back to you on sizing and location as soon as we hear from the league.

Thanks,

Sam

On Feb 26, 2019 at 3:48 PM, <[Tara Lynch](#)> wrote:

Hi Sam,

We will need more than 8 hours overnight to install a new logo. The last time we had an open window from 4pm to 8am to do the install.

Can you confirm the exact size and location? That will allow Steve to get an estimate of how much time he needs to install and then I can get you a quote on the labour costs to install.

Let me know

Thanks

Tara

Tara Lynch | Box Office/Event Logistics Manager
Mile One Centre | 709-758-5484
www.mileonecentre.com

From: Samantha Phelan [mailto:Samantha@NLSE.ca]
Sent: Monday, February 25, 2019 3:35 PM
To: Tara Lynch
Subject: Ice Logo

Hey Tara,

We have a partner coming on board who wants an ice logo from March 8th onwards (until the end of the season). We're reviewing regulation placements now and will get back to you with a formal plan of where this will need to be installed.

Looking for deadlines on your end of when the install can take place? I know in the past when we've had playoff ice creative installed you've done it overnight on the Thursday before the weekend homestand. Would that still be the ideal time frame for installation? (March 7th). If so, I can get the logo printed and sent down to Mile One this week in the event that a better opportunity comes up for installation.

Let me know!

Sam

From: [Samantha Phelan](#)
To: [Tara Lynch](#)
Subject: Ice Logo to install by Saturday
Date: Monday, March 4, 2019 10:40:53 AM
Attachments: [IHeartNLOG.pdf](#)

Hey Tara,

Attached is the ice logo creative (with the exception that the website will not be included on the ice logo).

Placement for this will be centre ice between the Coors Light and North Atlantic Logos.

Impact can come down to take the proper measurements tomorrow morning and have it ready to install by end of day tomorrow.

Please let us know what kind of timelines Steve will need to have this in place by Saturday's game.

Sam

From: [Samantha Phelan](#)
To: [Tara Lynch](#)
Subject: Re: Ice Logo to install by Saturday
Date: Monday, March 4, 2019 4:40:08 PM

Ok perfect. Can Impact come in tomorrow morning at any time to confirm the sizing from centre circle to blue line?

On Mar 4, 2019, at 4:19 PM, Tara Lynch
<TaraLynch@mileonecentre.com> wrote:

Hi Sam

The size of the logo will determine how much time we need.

Once Impact confirms the size we'll be able to get you a timeline and costs.

Thanks

Tara

Tara Lynch | Box Office/Event Logistics Manager
Mile One Centre | 709-758-5484
www.mileonecentre.com

From: Samantha Phelan [<mailto:Samantha@NLSE.ca>]
Sent: Monday, March 04, 2019 10:39 AM
To: Tara Lynch
Subject: Ice Logo to install by Saturday

Hey Tara,

Attached is the ice logo creative (with the exception that the website will not be included on the ice logo).

Placement for this will be centre ice between the Coors Light and North Atlantic Logos.

Impact can come down to take the proper measurements tomorrow morning and have it ready to install by end of day tomorrow.

Please let us know what kind of timelines Steve will need to have this in place by Saturday's game.

Sam