

lost leaders by many of the main stores. We aren't restricted entirely from TV, it is just a cut back, along with the type of advertisement requirements. Some of it is really affecting the food industry, which were relating their premiums and so on with some of their food. However, it is also affecting the toy industry in that we have to be careful as to what type of advertising we are doing and how we are affecting the children.

ME: How long have you been chairman of the Mississauga Library Board?

MR. BOARETTI: Just this year. I have been on the library board for six years. I was treasurer for four or

five, and last year I was vice-chairman. Then of course with amalgamation of Port Credit and Streetsville, three of us from the old Mississauga group were involved in the steering committee along with Dean Henderson and Lou Parsons to work on how we should set up the combined board. The Mississauga Council appointed me back onto the board and one from Port Credit and Streetsville. It is normally a three year term, but I am on for just a one year term this year; hopefully I may well get a renewal — it will all depend on council as we come into the new year. I was elected chairman of the board by the existing board at the beginning of January.

ME: What activated you to become part of the library board in the first place?

MR. BOARETTI: Well, I go back about six years to the days of the late Bob Speck (First Mayor of Mississauga). Bob Speck, Harold Kennedy (Ward One Councillor) and Lou Parsons (Former Reeve-Present Regional Government Chairman) came after me. They wanted changes on the board and they were looking for some businessmen. As a result of this, I eventually volunteered, and I was appointed by Bob Speck, Lou Parsons and Harold Kennedy.