

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 21, 2018

Item 3, Report No. 8, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 21, 2018.

3 COAT OF ARMS AND CONSIDERATION OF MOTTO SUBMISSIONS

That consideration of this matter be deferred to a future Committee of the Whole (Working Session) to allow further discussion.

Purpose

To identify the successful motto submission for inclusion in the final design of Vaughan's new coat of arms.

Recommendations

1. That Council identify the motto for the City's new Coat of Arms from the shortlist of submissions; and
2. That the City Clerk be directed to complete the process for receiving a Coat of Arms in partnership with the Canadian Heraldic Authority.

Report Highlights

- A total of 111 motto submissions were received by the Office of the City Clerk by the closing deadline of the public consultation process.
- The staff committee reviewed the complete list of submissions and prepared the shortlist for Council's consideration.
- Presentation of the complete Coat of Arms with the new motto will occur at a future event, in coordination with the Canadian Heraldic Authority.

Background

Council by its adoption of the Mayor's Member's Resolution as Item No. 16 of Report No. 40 of the Committee of the Whole on November 17, 2015, authorized several initiatives to be undertaken in recognition of the City's 25th anniversary of City status. One of these initiatives was the pursuit of a grant of a coat arms from the Canadian Heraldic Authority.

On March 1, 2016, the City Clerk provided a status report on the Coat of Arms as Item No. 9 of Report No. 12 of the Committee of the Whole. At that time, Council provided direction for the City Clerk to continue to assist the Deputy Chief Herald of Canada in the design of a Coat of Arms for the City of Vaughan and to seek public input on the motto.

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Since that time, the Canadian Heraldic Authority has developed a written description (included as Attachment 1) and prepared preliminary artwork for the design of the Coat of Arms (the content of which may not be included on the public agenda due to copyright provisions). The design was influenced by the City's Aboriginal and pioneer heritage, natural environment and wildlife, spirit of community and diversity, industrial economy, and active living and walkable trails.

In October of 2017, the Office of the City Clerk in collaboration with the Office of Corporate Communications conducted a public consultation process to receive public submissions for the motto which will adorn the new Coat of Arms. Ending on November 13, 2017, the Office of the City Clerk received a total of 111 motto submissions from residents, businesses and staff.

Previous Reports/Authority

[Status Report Awards and Honours Established in Recognition of the City's 25th Anniversary](#)

[City of Vaughan Coat of Arms Site](#)

Analysis and Options

The 111 submissions received for the motto were reviewed for their adherence to the criteria provided by the Canadian Heraldic Authority, including:

- A maximum length of 30 characters (numbers, symbols or other characters were not permitted);
- Should consist of two or three nouns or adjectives;
- Preferably use phrases or proverbs which might be literary in nature, or an entirely original submission; and
- The motto must be written in English only.

An internal staff committee consisting of the City Clerk, the City Manager, the Deputy City Manager of Community Services, the Chief Corporate Initiatives and Intergovernmental Relations, and the Manager of Corporate Records and City Archivist was convened to identify a shortlist of mottos for Council's consideration, which is included as Attachment 2.

The committee considered a variety of factors when narrowing down mottos. Submissions must reflect a prosperous community, have a sense of timelessness, be unique to Vaughan, and reflect a city with a rich past and optimistic future. The group

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also considered themes of commonality and togetherness appropriate for a city with a diverse and active community.

Financial Impact

Costs associated with the final design process will be accommodated within the existing budget of the Office of the City Clerk. Additional costs to update corporate branding will be assessed and incorporated as part of the 2019 Budget process.

Broader Regional Impacts/Considerations

There is no regional impact associated with this report.

Conclusion

Upon receiving Council's direction, the successful motto will be submitted to the Canadian Heraldic Authority who will prepare the final design of the coat of arms. This design, once completed will be a permanent and copywritten symbol of the municipality and direction on the proper use of this symbol will be prepared by staff.

The official presentation of the arms will be made at a public ceremony to be scheduled in consultation with the Canadian Heraldic Authority and the Office of the Secretary to the Governor General of Canada.

For more information, please contact: Evan Read, Manager, Elections and Special Projects; Office of the City Clerk, extension 8241.

Attachments

1. Written Description of the Coat of Arms, Canadian Heraldic Authority, July 14, 2016
2. Motto Submissions for Consideration, Office of the City Clerk, February 12, 2018

Prepared by

Evan Read, Manager, Elections and Special Projects, extension 8241

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)