

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 6, 2014**

Item 2, Report No. 18, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on May 6, 2014.

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#### **PROCLAMATION - VAUGHAN YOUTH WEEK AND VAUGHAN YOUTH ARTS WEEK: MAY 1-7, 2014**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Executive Director, Office of the City Manager, dated April 29, 2014:

##### **Recommendation**

The Executive Director, Office of the City Manager, in consultation with the Director of Recreation and Culture, recommends:

1. That Council proclaim the week of May 1-7, 2014, as “Vaughan Youth Week” and “Vaughan Youth Arts Week” in the City of Vaughan;
2. That the Activity Schedule in the 2014 “Youth Pocket Guide - Green Edition”, be received; and,
3. That a presentation to formally recognize Youth Volunteers, Serena Muraca and Zachary Blatman be made at the May 6, 2014 Council meeting.

##### **Contribution to Sustainability**

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, and Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.
  - 4.1.1. Develop an implementation plan for the initiatives described in the City's Active Together Master Plan through a phased and budgeted program.

##### **Economic Impact**

The youth programs and initiatives indicated in this report will be funded through the approved 2014 Recreation and Culture Department Operating Budget and community sponsors.

##### **Communications Plan**

The proclamation of Vaughan Youth Week in 2014, including a schedule of Youth Week activities and events will be posted on the City's website and social media. A media advisory, including photo opportunity, and public service announcement will be distributed to local media.

The Youth Week and Youth Arts Week schedule will be distributed to Vaughan elementary and secondary schools, and will be made available at City libraries and community centres. Vaughan Youth Pocket guide will be available on the City of Vaughan website and through social media. Outreach to community groups, the department's client database, cultural organizations and businesses will take place via poster distribution and email.

##### **Purpose**

The purpose of this report is to request that Council proclaim the week of May 1-7, 2014 as “Vaughan Youth Week” and “Vaughan Youth Arts Week” in the City of Vaughan; as well, to

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present an overview of the youth-based activities and events scheduled to be held at community centres across the City, as organized by the Recreation and Culture Department in partnership with the York Region District School Board and York Catholic District School Board, community groups and local businesses.

#### **Background - Analysis and Options**

The City of Vaughan first proclaimed “Vaughan Youth Week” in 2011 and “Vaughan Youth Arts Week” was added in 2012. The Canadian Parks and Recreation Association has joined the international community to declare the first full week of May as National Youth Week and National Youth Arts Week in Canada.

#### **National Youth Week**

National Youth Week is an international initiative acknowledging, celebrating, and advocating youth empowerment, achievement and involvement. It is an exciting week of celebration with an intention to strengthen the connection between young people and their communities. The City of Vaughan actively participates in this initiative, acknowledging the importance of youth and their contributions toward making the City of Vaughan a great place to live.

As part of National Youth Week, the City of Vaughan’s Recreation and Culture Department will recognize two recreation youth volunteers at a presentation at the Council Meeting on May 6, 2014. Nominated for two awards by the Department for their outstanding volunteer service, Serena Muraca and Zachary Blatman both received a Volunteer Service Award from the Ministry of Citizenship and Immigration; Zachary also receiving an Outstanding Ontario Junior Citizen Award, one of 12 youth in the province to get this award.

In addition to Youth Week, the Recreation and Culture Department fosters youth engagement through a variety of age and skill appropriate programs offered throughout City of Vaughan recreational facilities. Each interactive program provides an outlet for City of Vaughan youth to express physical, creative and social interests.

A diverse roster of activities is scheduled across City facilities for “Youth Week” including:

- Youth Lifesaving Challenge
- Wheel Chair Basketball (interactive demonstration)
- Shiny Ball Hockey
- Fitness Boot Camp
- Games Room Challenge
- Zumba

Each of the aforementioned events supports the drive toward increased youth engagement opportunities. Vaughan “Youth Week” and “Youth Arts Week” continue to highlight the City of Vaughan as a “Youth Friendly Community”. As a result, stronger ties are established with local businesses and community groups in support of active youth in Vaughan.

#### **National Youth Arts Week**

As part of Youth Week, the City of Vaughan proudly supports National Youth Arts Week by showcasing simultaneous youth-led, community-based events and projects from youth across the City of Vaughan. This initiative provides an opportunity for creative expression as well as a platform for youth to exchange ideas and showcase talents. The program includes:

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- Atrium Gallery - on the SLATE will showcase an art exhibit entitled “From Where I Stand” created by students from St. Elizabeth Catholic High School, Regional Arts School.
- Youth Arts Night at City Hall on May 6, 2014: An evening celebrating youth accomplishments in the City of Vaughan and will include:
  - Acknowledgment of 2013 City of Vaughan Award for Higher Arts Education recipients
  - “TakingITGlobal” launching of the new youth mobile app with guest speaker Jennifer Corriero, Co-Founder and Executive Director
  - Dance and spoken word performances by youth in the B.E.L.L.A.S.’s program with Coco LaRain, Motivational Speaker and founder of “Inspired by Coco”.

#### **Youth Pocket Guide – Green Edition Mobile App**

The Youth Pocket Guide - Green Edition is a one-stop mobile app offering Vaughan’s young adults with an overview of the vast selection of initiatives accessible within Vaughan’s Recreation and Culture Department. The Youth Pocket Guide is designed to function as a gateway to increased awareness and access to healthy lifestyle choices amongst the 10-17 age demographic.

“Youth Pocket Guide” mobile app features: general, aquatic and special needs programs. Alongside program offerings, the “Youth Pocket Guide” highlights youth memberships, arts, cultural and special events; as well as seasonal employment and volunteer opportunities. As an added convenience to the user, the pocket guide incorporates a map of Vaughan recreation facilities, Active Living Coordinator contacts, and financial assistance options available through RecAssist.

More than 150 youth played a role in molding the Youth Pocket Guide. During city-wide focus groups, youth provided constructive feedback on the visual appearance and logistical function of the resource. The modern and user friendly Pocket Guide - Green Edition 2014, consists of 36 informative pages. The 2014 version of the Youth Pocket Guide uses an integrated and interactive mobile app making it a progressive and sustainable direction for communication - reducing printed copies for distribution by 90%.

#### **Play Works Youth Friendly Recognition Program**

Play Works Youth Friendly Recognition Program is a group of organizations concerned about the future of our youth. They represent the areas of sport, physical activity, civic engagement, arts and culture, rural youth, and recreation. They’re dedicated to the mission of bringing back the power of play to Ontario youth and are dedicated to advancing “youth play”. City of Vaughan achieved bronze level “Youth Friendly Community” designation in 2012.

#### **Relationship to Vaughan Vision 2020/Strategic Plan**

In consideration of the strategic priorities related to Vaughan Vision 2020, this report will provide:

- **STRATEGIC GOAL:**  
Service Excellence – Providing service excellence to citizens through a collaborative program and events scheduling strategy with community stakeholders
- **STRATEGIC OBJECTIVES:**  
Enhance and Ensure Community Safety, Health and Wellness by showcasing opportunities to integrate physical activity in everyday life.

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This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

**Regional Implications**

None.

**Conclusion**

The City of Vaughan's commitment to youth programming and engagement will benefit the overall community by having a positive impact on the social, health and active lifestyles of youth. Celebrating youth and their accomplishments during "Vaughan Youth Week" and "Vaughan Youth Arts Week" is an important step to recognizing youth's role in creating a sustainable future.

The "Youth Pocket Guide - Green Edition" provides a one-stop publication offering Vaughan's young adults with an overview of the vast selection of initiatives accessible within Vaughan's Recreation and Culture Department.

**Attachments**

1. Activity Schedule: 2014 "Youth Pocket Guide – Green Edition"

**Report Prepared By**

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(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.)