

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 19, 2015

Item 10, Report No. 20, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on May 19, 2015.

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PROCLAMATION - VAUGHAN YOUTH WEEK AND VAUGHAN YOUTH ARTS WEEK: MAY 1-7, 2015

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Director of Recreation and Culture, dated May 5, 2015:

Recommendation

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

1. That Council proclaim the week of May 1-7, 2015, as “Vaughan Youth Week” and “Vaughan Youth Arts Week” in the City of Vaughan;
2. That information on the launch of the Coaching Leadership Clinic and the Vaughan Youth Week – It Takes Youth - 2015 Activity Schedule within the Youth Pocket Guide App, be received; and,
3. That the presentation on Youth Week 2015 be received.

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 2015 Recreation and Culture Department operating budget and community sponsors.

The launch of the Coaching Leadership Clinic will be funded in part by the \$11,068.00 grant received through the “Ontario Sport and Recreation Communities Fund”.

Communications Plan

The proclamation of Vaughan Youth Week and Youth Arts Week in 2015 including a schedule of activities and events, and information on the Coaching Leadership Clinic 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 made available at City libraries and community centres. Outreach to community groups, cultural organizations and businesses will take place via social media, email and poster distribution.

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Purpose

The purpose of this report is to request that Council proclaim the week of May 1-7, 2015 as “Vaughan Youth Week” and “Vaughan Youth Arts Week” in the City of Vaughan. As well the purpose is to present information of the launch of the Coaching Leadership Clinic and an overview of the youth-based activities scheduled citywide 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 with “Vaughan Youth Arts Week” 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 celebrating and advocating youth empowerment and involvement. It's an exciting week of celebration with the intentions of strengthening the connection between young people and their communities. The City of Vaughan actively participates, acknowledging the importance of youth and their contributions toward building a stronger, healthier Vaughan.

The Recreation and Culture Department fosters youth engagement through a variety of age and skill appropriate activities. Each interactive activity provides an outlet for Vaughan youth to express physical, creative and social interests.

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

- 7th Annual Youth Basketball Explosion
- Pool Obstacle Course
- Bowling Night Out
- Fitness Boot Camp
- Girls Night In
- Zumba

As a designated “Youth Friendly Community”, Vaughan is a leader and remains a driving force behind the implementation of meaningful youth engagement opportunities. 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 by youth across the City. Youth Arts Week provides an opportunity for youth in Vaughan to platform creative expression as well as exchange ideas and showcase talent. The program includes the following initiatives:

- **On the Slate Atrium Gallery, City Hall** - Exhibition entitled “**Figurative**” featuring works by The Artist Guild, Vaughan, art students from OCAD University and York University running from May 1-26, 2015 with a reception to be held on May 1, 2015 at Vaughan City Hall.

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- **Vaughan Art Space, Maple Community Centre: "InspYRe"** exhibition featuring two and three dimensional works by artists from York Region District School Board running from April 9-May 28, 2015 with an opening reception to be held on April 9, 2015 at the Vaughan Arts Space.
- **"Site Lines" Sketches of Active Youth on site:** Directing a creative interactive program called **"Site Lines"**, Local artist Rob Tari will be visiting community centres city-wide and sketch youth active in our community and then be posted on Recreation and Culture's social media channels. Youth on site will have an opportunity to sketch with artist and post their creations as well.
- **Recognition of Community Beautification Project Interactive Chalk Wall at York Hill Regional Park** by local youth designers Luca Campacci and Vinh Le for their volunteer contribution as part of the Vaughan Alive 2015 program.

Youth Pocket Guide – Recreation and Culture (Mobile App)

The Youth Pocket Guide is a one-stop resource featured on the Recreation and Culture App. The mobile friendly application, offers Vaughan's young adults an overview of the initiatives accessible within the Recreation and Culture Department. The Youth Pocket Guide is designed to function as a gateway to increased awareness of healthy lifestyle choices amongst youth aged 10-17.

"Youth Pocket Guide" mobile app features: general, aquatic and special needs programs. Alongside program offerings, the "Youth Pocket Guide" highlights youth memberships, arts, 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.

The 2015 Youth Pocket Guide is a progressive and sustainable direction for communication.

Youth Coaching Leadership Clinic

In June 2014, the City of Vaughan's Recreation and Culture Department was named a successful recipient of \$11,068.00 as part of the "Ontario Sport and Recreation Communities Fund". The department is committed to enhancing leadership and education amongst youth. This funding has allowed Recreation staff to develop the City's first "Coaching Leadership Clinic", which will be launched in the summer of 2015. The core competencies outlined within the curriculum - physical literacy, communication and teambuilding - will provide youth with the necessary theoretical skill sets, working knowledge and qualifications required to attain both volunteer and employment opportunities within the Sport and Recreation field.

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 benefits the overall community through its positive impact on the social, emotional and active lifestyles of Vaughan youth. Celebrating youth and their accomplishments during "Youth Week" and "Youth Arts Week" is an important step to recognizing the role youth possess in creating a sustainable future.

Sourcing alternative means of funding and strengthening collaborative partnerships allows the City of Vaughan to diversify youth leadership opportunities. Through our community ties, we successfully promote the active and continuous engagement of youth leaders through diverse modes of expression: sport, recreation, arts and culture.

New in 2015, is the City's first "Coaching Leadership Clinic", which will be launched in the summer of 2015. The core competencies outlined within the curriculum - physical literacy, communication and teambuilding - will provide youth with the necessary theoretical skill sets, working knowledge and qualifications required to attain both volunteer and employment opportunities within the Sport and Recreation field.

Attachments

1. Vaughan Youth Week – It Takes Youth – 2015 Activity Schedule

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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.)