

***For consideration by the Council
of the City of Vaughan
on May 27, 2014***

**REPORT NO. 25 OF THE COMMITTEE OF THE WHOLE (WORKING SESSION)
FOR CONSIDERATION BY COUNCIL, MAY 27, 2014**

as well as the status of the initiatives and recommendations of the Findings Report;

- b) That staff recommendation A.1.3 be amended by removing the requirement to have the Continuous Improvement Team lead suggested improvement efforts;
 - c) That staff recommendation A.3.4 'Special Events Application' be considered when reviewing the special events by-law;
2. That recommendation 3 be amended to read as follows:
- “3. That the Task Force recommendations with cost implications, as outlined in Group 3 of this report, be further explored and if appropriate be referred to the 2015 budget discussions;”
- 2) That when reviewing the fees by-law (annually during the budget process) appropriate staff determine if any of the fees associated with events can be reassessed to determine if there is a possibility of offering the services “in-kind” where it is determined that doing so would not equate to additional costs for the department providing the service(s);
- 3) That the deputation of Mr. Dale McCleese, Maple Lions Club, Merino Road, Maple, be received;
- 4) That the presentation from staff and Communication C1, presentation material entitled, “Staff Report: Findings & Recommendations of the Task Force on the City’s Role in Festivals and Community Events”, dated May 21, 2014, be received; and
- 5) That Communication C2, submitted by Regional Councillor Schulte, be received.

Council, at its meeting of April 8, 2014, adopted the following recommendation:

That consideration of this matter be deferred to a future Committee of the Whole (Working Session); and

That the following Communications be received:

- C2. Confidential communication from Legal Counsel, dated April 8, 2014;
- C6. Director of By-law and Compliance, dated April 4, 2014; and
- C9. Councillor Schulte, dated April 8, 2014.

Committee of the Whole recommendation of March 25, 2014:

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred to the Council meeting of April 8, 2014; and
- 2) That the deputation of Mr. Jamie Maynard, William Street, Woodbridge, be received.

Report of the Executive Director, Office of the City Manager, dated March 25, 2014:

Recommendation

The Executive Director, Office of the City Manager, in consultation with the Director of Recreation and Culture, and staff members of the Task Force on the City’s Role in Festivals and Community Events, recommends:

- ## 2 DYNAMIC DIGITAL SIGNS AT CITY FACILITIES

The Committee of the Whole (Working Session) recommends:

- ## Recommendation

1. That Staff proceed with renegotiation of the current bridge banner agreement with Canadian National Railway (CN) to add RCC Media Inc. (RCC) as a party and to convert existing CN Bridge Banners from vinyl to a digital format;
2. That the agreement require RCC to build to the City's specifications a Dynamic Digital Sign Network, including the associated operational software, for 10 monument style digital signs located at City facilities at no cost to the City;
3. That the agreement require RCC to maintain the Digital Sign Network including the digital display and monumental sign structure for a minimum of 15 years from the first operational date of the entire network or until a mutually agreed upon time;
4. That Staff identify and report back to Council no later than September, 2014 with the draft amended agreement that identifies the final location of each of the 10 digital signs;
5. That Staff in the Corporate Communications Department be assigned the oversight and ongoing communication management of the Digital Sign Network; and
6. That Staff in the Corporate Communications Department draft protocol and policy for the communication use and standards associated with the Digital Sign Network.

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The meeting adjourned at 12:45 p.m.

Respectfully submitted,

Regional Councillor Michael Di Biase