

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 29, 2013

Item 22, Report No. 42, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 29, 2013.

**22 PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE
 BUDGET REQUEST**

The Committee of the Whole recommends:

- 1) That the Pierre Berton Discovery Centre Fundraising Task Force initiate a fundraising campaign and report back in March 2014;**
- 2) That the source of funding for \$7,500 to print fundraising packages be allocated from the Discovery Centre's capital reserve account;**
- 3) That Communication C3, from the City Clerk, dated October 4, 2013, be received; and**
- 4) That the following report of the City Clerk on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, dated October 15, 2013, be received.**

Recommendation

The City Clerk, on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, recommends that the following recommendation of the September 20, 2013 meeting of the Pierre Berton Discovery Centre Fundraising Task Force, be considered:

1. That a request to Council for a \$7,500 budget to allow for printing fundraising packages and promotional initiatives, be approved; and
2. That this budget request be brought to the October 15, 2013 Committee of the Whole meeting.

Contribution to Sustainability

Not applicable.

Economic Impact

There is a \$7,500 requirement for new funding associated with this report.

Communications Plan

Council's decision in this matter will be communicated to the Pierre Berton Discovery Centre Fundraising Task Force.

Purpose

The purpose of this report is to bring forward for Council's consideration the request made by the Pierre Berton Discovery Centre Fundraising Task Force at its meeting of September 20, 2013 for a \$7,500 budget allocation to allow for printing fundraising packages and promotional initiatives.

Background - Analysis and Options

The Pierre Berton Discovery Centre Fundraising Task Force was appointed in March 2013 and as part of their Terms of Reference are tasked with determining the fundraising potential of the Discovery Centre and to collect pledges for the capital and operating costs of the proposed centre.

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As part of their fundraising strategy and work plan, the Fundraising Task Force has identified the need to produce 200 fundraising packages for potential donors and funders of the proposed Pierre Berton Discovery Centre. The packages would include a copy of the Feasibility Study for the centre, pledge forms, a quick facts reference brochure, and an introductory letter.

In addition, the Task Force would like to host a number of informal information gatherings to advise targeted groups/individuals on the Discovery Centre project and to request potential pledges and support for the proposed centre.

At the meeting of September 20, 2013, the Pierre Berton Discovery Centre Fundraising Task Force put forth the following recommendations:

1. That a request to Council for a \$7,500 budget to allow for printing fundraising packages and promotional initiatives, be approved; and
2. That this budget request be brought to the October 15, 2013 Committee of the Whole meeting.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the strategic priorities set out in Vaughan Vision 2020, in particular:

- STRATEGIC GOAL:
Service Excellence – Demonstrates excellence in service delivery.
- STRATEGIC OBJECTIVES:
Service Excellence - Preserve our heritage and support diversity, arts and culture.

Regional Implications

None.

Conclusion

The City Clerk is forwarding the Pierre Berton Discovery Centre Fundraising Task Force's recommendations of September 20, 2013, for Council's consideration.

Attachments

None.

Report Prepared By

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