

**CITY OF VAUGHAN**

**REPORT NO. 45 OF THE**

**COMMITTEE OF THE WHOLE**  
**(WORKING SESSION)**

*For consideration by the Council  
of the City of Vaughan  
on October 29, 2013*

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The Committee of the Whole (Working Session) met at 9:44 a.m., on October 22, 2013.

Present: Councillor Marilyn Iafrate, Chair  
Hon. Maurizio Bevilacqua, Mayor  
Regional Councillor Gino Rosati  
Regional Councillor Michael Di Biase  
Councillor Tony Carella  
Councillor Alan Shefman  
Councillor Sandra Yeung Racco

The following items were dealt with:

**1 CORPORATE COMMUNICATIONS STRATEGY**

**The Committee of the Whole (Working Session) recommends:**

- 1) That the recommendation contained in the following report of the Director of Corporate Communications, dated October 22, 2013, be approved;**
- 2) That staff report to the October 29, 2013 Council meeting with an organizational chart for Corporate Communications and comments from Information and Technology Management (ITM) on the use of Vaughan On Line (VOL); and**
- 3) That ~~that~~ the following Communications be received:**
  - C1. Presentation material, entitled, “*The Way Forward*”, and**
  - C2. Strategy Report, entitled, “*The Way Forward: A Corporate Communications Strategy*”.**

**Recommendation**

The Director of Corporate Communications, in consultation with the Executive Director, Office of the City Manager, recommends:

1. That the presentation and strategy report titled: “The Way Forward: A Corporate Communications Strategy” be received;
2. That the Strategy positioning the City of Vaughan as a two-way communications organization – both internally and externally, be adopted;

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3. That Corporate Communication staff convene a meeting with internal stakeholders to discuss the goals and objectives outlined in the strategy, the approach, and the Phase One work plan; and
4. That the staffing and organization of the department be realigned as to provide best-in-class corporate communication services which will maximize the opportunity to fulfill the strategy's goals, objectives and actions, and;
5. That any financial requirements to implement the strategy be considered during the annual budget process.

**2                      WINTER CONTROL PROGRAMS OPERATIONAL REVIEW UPDATE**

**The Committee of the Whole (Working Session) recommends:**

- 1) **That the recommendation contained in the following report of the Commissioner of Strategic and Corporate Services and Director of Innovation and Continuous Improvement, dated October 22, 2013, be approved; and**
- 2) **That Communication C3, presentation material, entitled “*Winter Control Programs Operational Review Update*”, be received.**

**Recommendation**

The Commissioner of Strategic and Corporate Services and Director of Innovation and Continuous Improvement, in consultation with the Commissioner of Engineering and Public Works, and Commissioner of Community Services recommend:

1. That the presentation be received; and
2. That staff proceed with the winter control programs operational review including the various engagement and data collection activities.

**3                      SPECIAL COMMITTEE OF THE WHOLE (CLOSED SESSION) RESOLUTION  
OCTOBER 22, 2013**

**The Committee of the Whole (Working Session) passed the following resolution to resolve into closed session for the purpose of discussing the following:**

1. **CANADIAN UNION OF PUBLIC EMPLOYEES (CUPE), LOCAL 905,  
VAUGHAN UNIT FULL TIME CLERICAL & TECHNICAL AND HOURLY RATED  
COLLECTIVE AGREEMENTS UPDATE**

(labour relations or employee negotiations)

*Councillor lafrate declared an interest with respect to the foregoing matter on the basis that she has a non-arm's length financial familial interest and did not take part in the discussion or vote on the foregoing matter.*

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The meeting adjourned at 11:34 a.m.

Respectfully submitted,

Councillor Marilyn Iafrate, Chair