

**CITY OF VAUGHAN**  
**REPORT NO. 51 OF THE**  
**COMMITTEE OF THE WHOLE**  
**(WORKING SESSION)**

*For consideration by the Council  
of the City of Vaughan  
on November 19, 2013*

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The Committee of the Whole (Working Session) met at 9:43 a.m., on November 12, 2013.

Present: Councillor Sandra Yeung Racco, Chair  
Hon. Maurizio Bevilacqua, Mayor (10:25 a.m.)  
Regional Councillor Gino Rosati (9:51 a.m.)  
Regional Councillor Michael Di Biase  
Regional Councillor Deb Schulte  
Councillor Tony Carella  
Councillor Rosanna DeFrancesca (9:54 a.m.)  
Councillor Marilyn Iafrate  
Councillor Alan Shefman

The following items were dealt with:

**1                    STRATEGY TO IMPLEMENT A MUNICIPAL SPONSORSHIP PROGRAM**

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

- 1)        That the recommendations contained in the following report of the Director of Corporate Communications, dated November 12, 2013, be approved, subject to the following:**

**That Recommendations 2 and 3 be amended to read as follows:**

- 2.        THAT Staff form a working group comprised of key representatives from various departments to further identify the actions, policy and costs necessary for the successful implementation of a proposed Marketing Partnership Strategy and Implementation Plan, taking into account the comments raised by Committee; and**
- 3.        THAT Staff report to Council no later than June 2014, with the staff working group findings and highlight all financial requirements to implement a Marketing Partnership Strategy and Implementation Plan, to be considered during the annual budget process;**
- 2)        That the report include a review of the non-property tax funds that are currently raised by the City, including through grants and sponsorships, including how a marketing strategy as suggested will impact on current sources of funds;**

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- 3) That the report include a review of the issues relating to the responsibility of a Civic entity to define itself within the public realm as opposed to the for-profit, commercial realm; and
- 4) That Communication C1, presentation material entitled, "*City of Vaughan: Marketing Partnerships: Strategy and Implementation Plan*", be received.

**Recommendation**

The Executive Director, in consultation with the Interim City Manager, recommends that;

1. THAT the presentation titled, "*City of Vaughan Marketing Partnership Strategy and Implementation Plan*" prepared by the Centre of Excellence for Public Sector Marketing be received;
2. THAT Staff form a working group comprised of key representatives from various departments to further identify the actions, policy and costs necessary for the successful implementation of the proposed Marketing Partnership Strategy and Implementation Plan, and;
3. THAT Staff report to Council no later than June 2014, with the staff working group findings and highlight all financial requirements to implement the Marketing Partnership Strategy and Implementation Plan, to be considered during the annual budget process.

**2 NORTH MAPLE COMMUNITY BRIDGE  
CLASS ENVIRONMENTAL ASSESSMENT STUDY  
NOTICE OF STUDY COMPLETION  
WARDS 1 AND 3  
VICINITY - NORTH OF MAJOR MACKENZIE DR. BETWEEN WESTON RD. AND JANE ST.**

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Engineering and Public Works and the Director of Development / Transportation Engineering, dated November 12, 2013, be approved, subject to the following;

That Recommendation 1 be amended to read as follows:

1. THAT staff issue a Notice of Study Completion for the North Maple Community Bridge Class Environmental Assessment Study, file the Environmental Study Report with the Ministry of the Environment, and allow for a minimum of one month of public review in 2014, following the upcoming holiday season; and
- 2) That Communication C2, presentation material entitled, "*North Maple Community Bridge Class Environmental Assessment Study*", be received.

**Recommendation**

The Commissioner of Engineering and Public Works and the Director of Development / Transportation Engineering recommend:

1. THAT staff issue a Notice of Study Completion for the North Maple Community Bridge Class Environmental Assessment Study and immediately file the Environmental Study Report

**3**

**CORPORATE ASSET MANAGEMENT STRATEGY**

The Committee of the Whole (Working Session) recommends approval of the recommendations contained in the following report of the Interim City Manager, Commissioner of Engineering and Public Works, Acting Commissioner of Finance and the Director of Engineering Services, dated November 12, 2013:

**Recommendation**

The Interim City Manager, Commissioner of Engineering and Public Works, Acting Commissioner of Finance and the Director of Engineering Services recommend:

1. That Council endorse the preferred funding strategy outlined in the Economic Impact section of the report, and
2. That the funding requirements will be included for consideration as part of the 2014 Budget Deliberations.

**4**

**OTHER MATTERS CONSIDERED BY THE COMMITTEE**

**4.1 RECESS AND RECONVENE**

The Committee of the Whole (Working Session) recessed at 12:32 p.m. and reconvened at 12:56 p.m. with the following members present:

Councillor Sandra Yeung Racco, Chair  
Hon. Maurizio Bevilacqua, Mayor (1:19 p.m.)  
Regional Councillor Michael Di Biase (1:16 p.m.)  
Councillor Marilyn Iafrate  
Councillor Tony Carella  
Councillor Rosanna DeFrancesca  
Councillor Alan Shefman

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The meeting adjourned at 1:47 p.m.

Respectfully submitted,

Councillor Sandra Yeung Racco, Chair