

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 21, 2018

Item 3, Report No. 8, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 21, 2018.

3 COAT OF ARMS AND CONSIDERATION OF MOTTO SUBMISSIONS

That consideration of this matter be deferred to a future Committee of the Whole (Working Session) to allow further discussion.

Purpose

To identify the successful motto submission for inclusion in the final design of Vaughan's new coat of arms.

Recommendations

1. That Council identify the motto for the City's new Coat of Arms from the shortlist of submissions; and
2. That the City Clerk be directed to complete the process for receiving a Coat of Arms in partnership with the Canadian Heraldic Authority.

Report Highlights

- A total of 111 motto submissions were received by the Office of the City Clerk by the closing deadline of the public consultation process.
- The staff committee reviewed the complete list of submissions and prepared the shortlist for Council's consideration.
- Presentation of the complete Coat of Arms with the new motto will occur at a future event, in coordination with the Canadian Heraldic Authority.

Background

Council by its adoption of the Mayor's Member's Resolution as Item No. 16 of Report No. 40 of the Committee of the Whole on November 17, 2015, authorized several initiatives to be undertaken in recognition of the City's 25th anniversary of City status. One of these initiatives was the pursuit of a grant of a coat arms from the Canadian Heraldic Authority.

On March 1, 2016, the City Clerk provided a status report on the Coat of Arms as Item No. 9 of Report No. 12 of the Committee of the Whole. At that time, Council provided direction for the City Clerk to continue to assist the Deputy Chief Herald of Canada in the design of a Coat of Arms for the City of Vaughan and to seek public input on the motto.

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Since that time, the Canadian Heraldic Authority has developed a written description (included as Attachment 1) and prepared preliminary artwork for the design of the Coat of Arms (the content of which may not be included on the public agenda due to copyright provisions). The design was influenced by the City's Aboriginal and pioneer heritage, natural environment and wildlife, spirit of community and diversity, industrial economy, and active living and walkable trails.

In October of 2017, the Office of the City Clerk in collaboration with the Office of Corporate Communications conducted a public consultation process to receive public submissions for the motto which will adorn the new Coat of Arms. Ending on November 13, 2017, the Office of the City Clerk received a total of 111 motto submissions from residents, businesses and staff.

Previous Reports/Authority

[Status Report Awards and Honours Established in Recognition of the City's 25th Anniversary](#)

[City of Vaughan Coat of Arms Site](#)

Analysis and Options

The 111 submissions received for the motto were reviewed for their adherence to the criteria provided by the Canadian Heraldic Authority, including:

- A maximum length of 30 characters (numbers, symbols or other characters were not permitted);
- Should consist of two or three nouns or adjectives;
- Preferably use phrases or proverbs which might be literary in nature, or an entirely original submission; and
- The motto must be written in English only.

An internal staff committee consisting of the City Clerk, the City Manager, the Deputy City Manager of Community Services, the Chief Corporate Initiatives and Intergovernmental Relations, and the Manager of Corporate Records and City Archivist was convened to identify a shortlist of mottos for Council's consideration, which is included as Attachment 2.

The committee considered a variety of factors when narrowing down mottos. Submissions must reflect a prosperous community, have a sense of timelessness, be unique to Vaughan, and reflect a city with a rich past and optimistic future. The group

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also considered themes of commonality and togetherness appropriate for a city with a diverse and active community.

Financial Impact

Costs associated with the final design process will be accommodated within the existing budget of the Office of the City Clerk. Additional costs to update corporate branding will be assessed and incorporated as part of the 2019 Budget process.

Broader Regional Impacts/Considerations

There is no regional impact associated with this report.

Conclusion

Upon receiving Council's direction, the successful motto will be submitted to the Canadian Heraldic Authority who will prepare the final design of the coat of arms. This design, once completed will be a permanent and copywritten symbol of the municipality and direction on the proper use of this symbol will be prepared by staff.

The official presentation of the arms will be made at a public ceremony to be scheduled in consultation with the Canadian Heraldic Authority and the Office of the Secretary to the Governor General of Canada.

For more information, please contact: Evan Read, Manager, Elections and Special Projects; Office of the City Clerk, extension 8241.

Attachments

1. Written Description of the Coat of Arms, Canadian Heraldic Authority, July 14, 2016
2. Motto Submissions for Consideration, Office of the City Clerk, February 12, 2018

Prepared by

Evan Read, Manager, Elections and Special Projects, extension 8241

(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.)

Item:



Committee of the Whole (Working Session) Report

DATE: Monday, February 12, 2018

WARD(S): ALL

TITLE: Coat of Arms and Consideration of Motto Submissions

FROM:

Barbara McEwan, City Clerk

ACTION: DECISION

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Attachment 1

Armorial bearings proposed for The Corporation of the City of Vaughan Ontario

by Bruce Patterson, Deputy Chief Herald of Canada, July 14, 2016

Technical Description (in Blazon, the language of heraldry)

Arms (shield): Argent four piles conjoined in base Azure, on a chief Vert a trillium between two roses Argent;

Crest (above the shield): *(Upon a helmet mantled Azure doubled Argent within a wreath of these colours)* A demi-Conestoga horse proper bridled Argent resting its dexter hoof on a millstone Argent its millrind Azure;

Motto:

Supporters: Two peregrine falcons close proper each collared Azure pendent therefrom a pomme charged with a projectile point downwards Argent and standing on a mound set with a canoe reversed and maple trees proper;

Flag: Argent four piles Azure overall in base a maple leaf Gules;

Description and Symbolism

Arms: The main part of the shield is white and on it are four narrow triangles in blue, their points meeting at the bottom so that two “V” shapes are formed. The top third of the shield is green and on it is a white trillium between two white roses (with yellow centres).

Blue, green and white are the city’s colours. The main part of the shield is based on the city flag in use since 1988. The narrow blue triangles form two letter Vs for Vaughan; they also represent a coming together of different communities and a diverse population, as well as growth and diversification. Growth is also symbolized by the use of green, which also represents the forests and natural heritage of the city. The trillium is the floral emblem of Ontario, and the white roses are symbols of York Region, in which the city is located.

Crest: The upper half of a Conestoga horse in natural colours with a white bridle, its right hoof resting on a white millstone with a blue millrind. This is set on a steel helmet draped with cloth mantling in blue and white, set in place by a wreath of twisted cloth in these colours.

The horse alludes to the city’s pioneer heritage, having been used as a work animal by the early settlers of Vaughan and thus a reference to Vaughan’s agricultural heritage. The millstone refers to the mills that were the earliest forms of industry in the city.

Motto: This is a quote by the noted Canadian painter J.E.H. Macdonald (1873-1932), a resident of Thornhill, in Vaughan: “It is the work of the Canadian artist to paint or play or write in such a way that life will be enlarged for himself and his fellow man”. This alludes not only to the growth of the city, but to the role of local culture in the lives of its citizens.

Supporters: On either side of the shield is a peregrine falcon with its wings closed and a blue collar around its neck, from which is suspended a green disc bearing a white projectile point, pointing downwards. The falcons stand on mound of earth with an upside-down canoe in the centre and small maple trees on either side.

The peregrine falcon is a species found in Vaughan. The projectile point refers to the prehistory of the Vaughan area, items such as this having been found in archaeological sites near the Humber River in Vaughan. The canoe, positioned as if carried for a portage, alludes to the Carrying Place Trail, a transportation route located in what is now Vaughan. Sugar Maples are trees found in Vaughan, and allude specifically to the annual Maple Syrup Festival held at the Kortright Conservation Centre.

Flag: A white flag (proportions 1:2) on which are four narrow triangles in blue, their points meeting at the centre of a red maple leaf in the bottom part of the flag.

This flag was created in 1988 and was designed by Michael Vite, a 15-year old Vaughan student.

Attachment 2

Motto Submissions for Consideration

- Strength in Unity
- Strong, United, Proud
- And Many Are One
- A City of Passion and Purpose
- From Wisdom Comes Growth