

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 5, 2017

Item 20, Report No. 21, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 5, 2017.

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CANADA 150 CELEBRATION TASK FORCE FINDINGS REPORT

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Clerk, dated May 23, 2017:

Recommendation

The City Clerk, on behalf of the Canada 150 Celebration Task Force, forwards the following recommendation for Council's consideration:

1. That the Canada 150 Celebration Task Force Findings Report, dated April 2017, be received.

Contribution to Sustainability

Community involvement in the planning of the City of Vaughan's celebration of Canada's sesquicentennial year contributes to the sustainability of the City's diverse and engaged community.

Economic Impact

There is no specific economic impact associated with this report.

Communications Plan

The report will be posted on the City's website and the outcome resulting in the review of this report will be communicated to members of the Canada 150 Celebration Task Force.

Purpose

The purpose of this report is to provide the Canada 150 Celebration Task Force Findings Report to Council for consideration. The Findings Report represents a summary of the Task Force's deliberations and input provided to the development of the Canada 150 celebrations in the City of Vaughan.

Background - Analysis and Options

At its meeting on January 19, 2016, Council adopted Item 11 of Report No. 2 of the Committee of the Whole titled: *Canada 150 Celebration Task Force Terms of Reference*. In so doing Council approved the Terms of Reference of the Task Force and the City Clerk was requested to begin the recruitment process.

In accordance with the Terms of Reference, Council appointed 17 members to the Task Force, as follows:

- Four (4) Members of Council from which two Co-Chairs to be appointed by the Task Force;
- One (1) representative nominated by the Vaughan Chamber of Commerce;
- One (1) representative nominated by the Heritage Vaughan Committee;
- One (1) representative nominated by the Vaughan Public Library Board; and
- Ten (10) citizen members, with at least one person representing each of the City's five wards.

CITY OF VAUGHAN

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The first meeting of the Task Force was held on June 8, 2016 and a comprehensive work plan was developed to determine potential activities and cultural events to celebrate Canada's sesquicentennial. Staff from the Office of the City Clerk, Office of the Chief Financial Officer & City Treasurer, Corporate Events, Economic Development & Culture Services, and Corporate Communications attended the Task Force meetings to provide advisory and technical support.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report supports the goals established by Council in the Term of Council Service Excellence Strategy Map (2014-2018), specifically:

- Support and promote arts, culture, heritage and sports in the community; and
- Enhance civic pride through a consistent city-wide approach to citizen engagement.

Regional Implications

There are no regional implications associated with this report.

Conclusion

The Canada 150 Celebration Task Force has completed its mandate and the City Clerk is forwarding the Task Force's Findings Report for Council's consideration.

Attachment

1. Canada 150 Celebration Task Force Findings Report.

Report prepared by:

John Britto, Council / Committee Administrator (extn. 8637)

(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.)

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FINDINGS REPORT**

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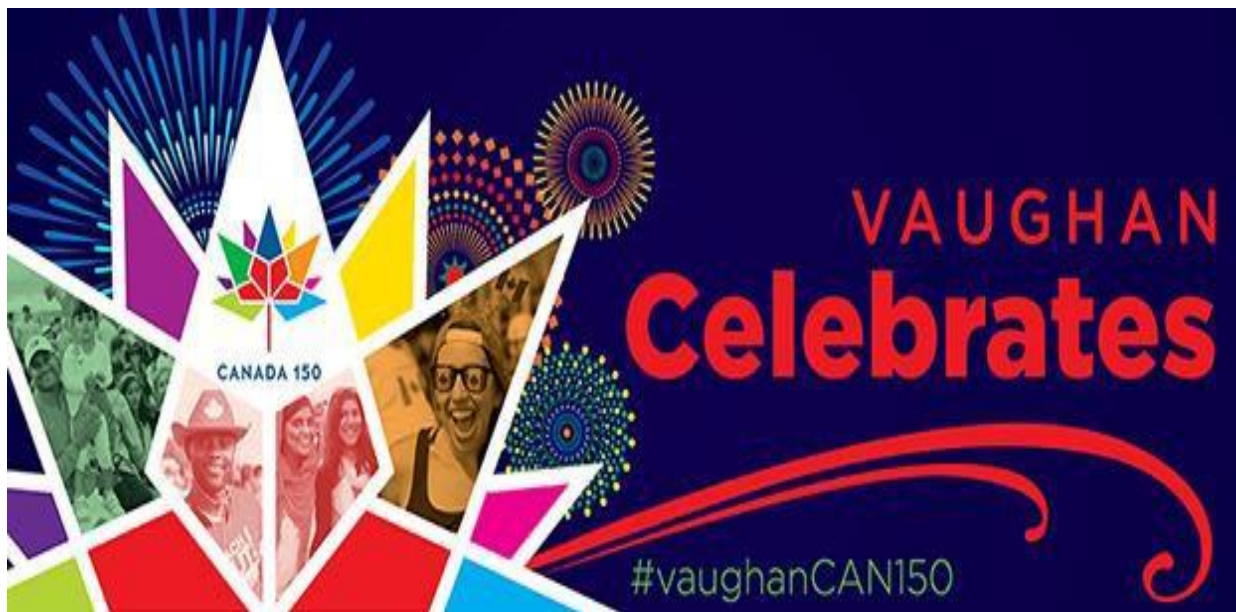
John Britto, Council / Committee Administrator (extn. 8637)

Respectfully submitted,

Barbara A. McEwan
City Clerk

CANADA 150 CELEBRATION TASK FORCE

FINDINGS REPORT – APRIL 2017



Vaughan.ca/Canada150



Members of the
CANADA 150 CELEBRATION TASK FORCE

Councilor Sandra Yeung Racco, *Co-Chair*
Councilor Alan Shefman, *Co-Chair*

Maria Casale
Michael Del Duca
Pina Falbo
Cathy Ferlisi
Councilor Mario Ferri
Gary Gladstone
Maya Goldenberg
Gina Jaricot
Jennifer Johnson
Ziny Kirshenbaum
Lisa McDonough
Giacomo Parisi
Councilor Gino Rosati
Priya Shah
Antoinette Stephenson

John Britto, Council / Committee Administrator



April 2017

Mayor and Members of Council
The Corporation of the City of Vaughan
2141 Major Mackenzie Drive
Vaughan, Ontario L6A 1T1

Dear Hon. Mayor and Members of Council

We are pleased to present the April 2017 findings report of the City of Vaughan's Canada 150 Celebration Task Force.

Appointed in June 2016, all members of the Task Force have worked enthusiastically over the past eight months to reflect on Vaughan's community, and develop insights and recommendations included in this report, with the desired goal of achieving broad participation of Vaughan residents in Canada150 celebrations. The task force includes four councilors, citizens from each Ward and representatives from community organizations.

All of us on the Task Force made a serious commitment and felt the responsibility of the task at hand, realizing that this is an historic celebration, which we are fortunate to be part of.

We take this opportunity to deeply thank the City of Vaughan staff who participated and presented information and suggestions to the Task Force. Also, we would like to thank them for their hard work and support of our recommendations.

TASK Force members

Introduction – Task Force work Conceptual framework

The City of Vaughan is Building on the inclusive theme for Canada 150 - strong, proud and free - three words that define and characterize present-day Canada. Vaughan's celebration programs will focus on promoting and showcasing its pride in its identity as a free and diverse society.

The Task Force has discussed and placed a high priority on community events and activities which will inspire wide participation and celebration. A year-long community celebration is planned, and will include creative activities for every age group to enjoy.

In the Task Force meetings city staff provided suggested initiatives and planning for 2017. In turn, the Task Force provided its insights, experiences and recommendations to city staff. Due to the eclectic nature of the Task Force, meetings were fruitful for the initial purpose of brainstorming ideas and provided good reflection on the community, and its cultural colorful nature.

Alongside the Task Force mandate, these are the items that were discussed continuously:

- Canada 150 and Ontario 150 projects calendar of events December 2016-December 2017
- Web-based Vaughan community events calendar (Corporate Communications)
- Celebrating our history and honoring our heritage with a historical timeline development display/website (Archives & Records Management services)
- National Aboriginal day and initiatives (Community Development and Promotional services)
- Vaughan Public Libraries – Celebrate, Participate, Explore!
- Ontario 150 Grants Program
- Social media, marketing and timelines (Corporate Communications)
- City of Vaughan Canada 150 Community Grants – “Be a host”
- Vaughan City Blog “Share your personal story” campaign (Corporate Communications)
- Parks development and horticulture – 2017 projects
- Approach Vaughan Sports associations to encourage them to host a commemorative Canada150 Cup Soccer tournament.

Other items that were suggested during meetings

- School contest surrounding historical sites in Vaughan
- Vaughan Public Library Readers Card given to children born in 2017
- Approach diaper company so that every baby born in Vaughan receives 150 diapers
- Approach restaurants for free 150 meals per month (McDonald's / Tim Hortons / Starbucks)
- Couples married in Vaughan in 2017 to be given a memento commemorating Canada150
- Connecting with Ontario Early Years Centers and Parent & Family Literacy Centers to promote events for Canada150 celebrations in Vaughan
- Approach community groups, religious groups, sports organizations and businesses to collect their stories of being present in Vaughan.

Highlights

Catching A Dream Project – Community and schools

Canada 150 is about celebrating our nation's history and honoring our First Nations heritage. Vaughan schools, community service organizations and businesses will be invited to share their creative and imaginary thinking in a citywide exercise. The collective art project will see the creation of several original dreamcatchers that will be collected and transformed into a public art display installed in various spaces across the city. Participants will receive a toolkit with instructions and materials, and are encouraged to use their imagination (Cultural Development).

Task Force Activities Launch

At the January 2017 meeting, it was suggested that instead of creating a specific event to launch Canada 150 in Vaughan, the Task force should use the February Winterfest celebration as the launch and that is what happened.

Task Force Branding

It was suggested that the task force be recognizable at public events during 2017 (T-shirts, Hats, etc.).

VaughanLink Ambassador Program

Volunteers are the heartbeat of any city. The Vaughan Link Ambassador Program supported by the Task Force, is welcoming and encouraging volunteers to be part of the Canada 150 experience! Ambassadors will be tasked with showing their community spirit with pride while assisting at special City events and festivals, spreading the news about exciting local events and being advocates of arts and culture.

Interactive Gaming Challenge

Video game culture is a growing niche, with the power to inspire open community spaces where innovation, discovery, teamwork and expression can take shape. The City of Vaughan, in partnership with community organizations and businesses, will launch a friendly gaming challenge inviting local youth to come together, create teams and demonstrate their creativity in a fun and engaging way. The event is expected to take place in September 2017 in the City's new downtown — the Vaughan Metropolitan Centre (Cultural Development).

Open house for Historic Homes in Vaughan

Vaughan has a rich collection of historic homes which includes properties within a Heritage Conservation District, properties in the Listing of Buildings of Architectural and Historical Value and properties of interest to Cultural Services Division. Vaughan has four Conservation districts: HCD (KN) Kleinburg-Nashville Heritage Conservation District, (T) Thornhill Heritage Conservation District, (M) Maple Heritage Conservation District, and (W) Woodbridge Heritage Conservation District. It has been suggested by the Task Force that these four districts will get special attention during this year of celebrations by the city creating events around the four areas (City of Vaughan Archives).

Intensive Social Media and Blog presence

Task Force members show their presence daily on Facebook posts, on Twitter using #vaughanCAN150 and writing blogs (Antoinette Stephenson, Maya Goldenberg). Social Media messages are prepared monthly by Corporate Communications. Task Force members also promote the interactive Facebook page the city created (Corporate Communications). Task Force members also shared You Tube video (20 min.) "Building of Destiny! Learn about the Province House National Historic Site of Canada".

Fly the Flag on Canada Day

The Task Force passed a motion to encourage every household in Vaughan to fly the national flag of Canada on July 1st – Canada Day. The Task Force suggested that the city check with manufactures and distributors for discounted rates for flags to be sold at gas stations around the city. The initial intention is to encourage residents to participate in this year's celebrations with pride, and paint the city with the colors of the flag.

Enhanced Canada Day Celebrations

It was discussed that the 2017 Canada Day celebrations be enhanced to reflect the milestone of Canada's sesquicentennial year. The celebration is to include two performance stages, food trucks, and a large fireworks display (City Staff).

Canada 150 Calendar

The City of Vaughan website is hosting a community calendar of events. This calendar of events is something that was discussed many times at Task Force meetings. As momentum builds for Canada 150 celebrations, the calendar will be populated with events being hosted around the City of Vaughan to celebrate this important year.

General comment to the report:

The minutes taken during meetings of the Task Force reflected the formal style used for all meetings held by the City. This became problematic when attempting to write this report as the flow of ideas and suggestions discussed at the meetings was not recorded.

It is recommended that at the outset of future Task Forces, members be informed of the style of minutes used by the City, and, if desired, a member of the Task Force be assigned to record a more topic and idea based informal recording of the meetings.

Written by: Maya Goldenberg, B.A., M.A., Ph.D.
Ward 4 Task Force member
