

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013

Item 2, Report No. 32, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2013.

**2 TASK FORCE ON THE CITY'S ROLE IN FESTIVALS AND COMMUNITY EVENTS
FINDINGS REPORT**

The Committee of the Whole recommends:

- 1) That the following recommendation of the Task Force on the City's Role in Festivals and Community Events be approved:
 1. That the Findings Report, be received; and
 2. That the Findings report and its recommendations be referred to staff for review and that a report be provided to a future Committee of the Whole meeting; and
- 2) That the report of the City Clerk, dated June 18, 2013, be received.

Recommendation

The City Clerk, on behalf of the Task Force on the City's Role in Festivals and Community Events, forwards the following for Council's consideration:

- 1) Recommendation of the May 13, 2013, meeting of the Task Force on the City's Role in Festivals and Community Events:
 1. That the Findings Report, be received; and
 2. That the Findings report and its recommendations be referred to staff for review and that a report be provided to a future Committee of the Whole meeting.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, and Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

At this time resources have not been allocated or approved.

Communications Plan

The Task Force members will be communicated any outcome resulting in the review of this report.

Purpose

The purpose of this report is to forward for Council's consideration the Task Force on the City's Role in Festivals and Community Events recommendation of May 13, 2013.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013

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Background - Analysis and Options

At the meeting of June 28, 2011, Council approved the establishment of the Task Force on the City's Role in Festivals and Community Events and approved the Terms of Reference for the Task Force. The objective of the Task Force was the research and consultations leading to the production of a comprehensive findings report recommending whether and/or how the City and City resources should be linked to Community Festivals and Community Events.

Staff recruited candidates for membership to the Task Force, and Council appointed members at the meeting of September 27, 2011. On November 15, 2011, at the request of the Task Force, Council appointed two additional members. Membership to the Task Force was composed of the following:

- Three Members of Council, one of whom shall serve as Chair
- One Member from each of the following established festivals:
 - Woodbridge Italian Festival
 - Bindertwine
 - Thornhill Festival
 - Santafest
 - Maplefest
 - Woodbridge Fall Fair
- Three residents at large

Council approved that the Task Force submit its findings report and recommendations by December 2012. At the Council meeting of October 30, 2012, at the request of the Task Force, Council granted the Task Force an extension of their Term to June 2013. The first meeting of the Task Force was October 24, 2011, and meetings were scheduled monthly.

A comprehensive work plan was developed by the Task Force. City staff attended the meetings to provide advisory and technical support. The Task Force's deliberations also included consultation and presentations from outside sources such as Vaughan Fire and Rescue, York Regional Police, York Region Public Health Services, Technical Standards and Safety Authority (TSSA), LCBO, and marketing and tourism industry professionals.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

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

This report is consistent with the priorities previously set by Council, however the necessary resources have not been allocated and approved.

Regional Implications

None.

Conclusion

The City Clerk is forwarding the Task Force on the City's Role in Festivals and Community Events' recommendation of May 13, 2013, for Council's consideration.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013

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Attachments

1. Task Force on the City's Role in Festivals and Community Events - Findings and Recommendations Report
2. Table of Contents for Festival and Events Manual

Report Prepared By

R. Magnifico
Assistant City Clerk

(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.)

**TASK FORCE ON THE CITY'S ROLE IN FESTIVALS AND COMMUNITY EVENTS
FINDINGS REPORT**

Recommendation

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Contribution to Sustainability

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The purpose of this report is to forward for Council's consideration the Task Force on the City's Role in Festivals and Community Events recommendation of May 13, 2013.

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Regional Implications

None.

Conclusion

The City Clerk is forwarding the Task Force on the City's Role in Festivals and Community Events' recommendation of May 13, 2013, for Council's consideration.

Attachments

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2. Table of Contents for Festival and Events Manual

Report Prepared By

R. Magnifico
Assistant City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

Findings and Recommendations Report

TASK FORCE ON THE CITY'S ROLE IN FESTIVALS AND COMMUNITY EVENTS

Introduction:

In June 2011, Council approved the Terms of Reference with respect to the City's Role in Festivals and Community Events.

Mandate/Objectives:

The Task Force shall be responsible for research and consultations leading to the production of a comprehensive documented findings report recommending whether and/or how the City and City resources should be linked to Community Festivals and Community Events.

Membership:

The membership was composed of up to 15 members including:

- Regional Councillor Deb Schulte (Chair)
- Ward Councillor #3 Rosanna DeFrancesca
- Ward Councillor #5 Alan Shefman
- Members from established festivals:
 - Tim Arnott (Bindertwine)
 - Jamie Maynard (Woodbridge Fair)
 - Dale McCleave (Maplefest)
 - Sylvia McCleave (Maple Pancake Festival)
 - Brian McCran (Woodbridge Village Farmers Market)
 - Robb Stitt (Thornhill Village Festival)
 - Mari Vosburg (Santafest)
- Residents:
 - Sandi Folkes (Committee)
 - Jacky Odish (Committee)
 - Renata Pancini (Committee)
 - Nancy Payne (Committee)

During the term of this Task Force, discussions and guests from outside agencies were brought in to discuss City procedures and processes including staff (By-Law, Fire, Economic Development; Emergency Services; City Clerks Office; Public Works; Corporate Communications; Parks Operations and Recreation and Culture); Insurance; Electrical Safety Authority (ESA); York Region Police & Health Depts; Technical Safety Standards Association (TSSA); Alcohol and Gaming Commission of Ontario (AGCO); Ontario Lottery and Gaming Corporation (OLG); Signage; Marketing and Web Management.

Based on the information gathered, the following represent the findings and recommendations.

A. Procedures and Processes:

A.1. City Processes

Recommendation # A.1.1:

Staff from all departments (City Clerks Office, Public Works, Building Standards, Parks Operations, Recreation and Culture, etc.) develop a Festivals and Events manual that includes:

- consolidated information on applicable standardized application;
- a checklist (including AGCO, York Region Health Dept., ESA, and TSSA);
- annual detailed list of Services in Kind (SIK) with fees, etc.; and,
- processes, policies and contacts, etc., made available online.

See attachment #2 for a sample. (See Recommendation A.4.2)

Rationale: An events manual with associated checklist will ensure that all aspects of event planning are considered and that consistency is maintained within the application process. Online access will provide convenient access for staff and applicants reference. There are lots of resources that are available that groups can tap into. A comprehensive, updated list will be very helpful to event organizers.

Recommendation # A.1.2:

Staff convene an annual Festivals and Events Congress preferably in November to present the package, amendments, guest speakers, provide a forum for feedback, collaboration and discussions with other organizers, guests and the City. (See Recommendation C.1.1 and C.2.1)

Rationale: A Festival and Events Congress allows for the opportunity for feedback, collaboration, discussion and review from stakeholders, and equips groups with the tools they need to plan for the upcoming year.

Recommendation # A.1.3:

Staff review internal processes to ensure that practices are consistent and committed to improving service excellence (e.g. permits from City Clerks Office, Building Standards, Recreation and Culture, etc.) are not unnecessarily delayed and there is clarity around authorities during absences).

Rationale: Ensures that City practices are convenient and consistent.

Recommendation # A.1.4:

Staff to investigate the possibility and implications of one stop shop for festivals and event organizers that may have budget implications.

Rationale: Evaluation of resources needed to support a consolidated framework and one stop shop will enhance services.

Recommendation # A.1.5:

Once a Festival & Event has established compliance (one year without contravention) that Noise By-Law monitoring be conducted on a spot check basis as opposed to all night monitoring. (See Recommendation A.1.6)

Rationale: Efficiency of staff resources and a reduction cost to event organizers.

Recommendation # A.1.6:

The City consider purchasing a General Purpose Meters (measures Sound Levels) in its SIK inventory for rental by Festival & Events organizers. (See Recommendation A.1.5)

Rationale: To eliminate the need for By-Law staff to monitor the event and therefore reduce costs for the event.

A.2. Services in Kind ‘Greening’

Recommendation # A.2.1:

Staff consider a service level enhancement to introduce green bins and green bin waste collection at City sanctioned festival and events.

Rationale: To run an environmentally responsible event.

A.3. Special Events Permit Process

Recommendation # A.3.1:

Staff provide a revised process for the provision of Traffic Control (TC) measures that ensures the City’s safety and liability concerns are met while minimizing costs to organizations.

Proposed changes to the process include:

- The City permit organizers to submit a TC Plan prepared by a consultant knowledgeable in the preparation of such plans; and,
- The City waive the \$250 inspection fee for inspecting road closures.

Rationale: Ensures the City’s safety and liability concerns are met while minimizing costs to organizations.

Recommendation # A.3.2:

By-law Enforcement be required on the day of an event to ensure that Fairs and Festivals have complied with the Special Events Permit by reviewing a checklist on site. A post mortem to be held with organizers should there be a breach. A repeat offender could be refused a future permit.

Rationale: To ensure that permit holders are compliant with the rules and regulations.

Recommendation # A.3.3:

By-Law 370-2004 be amended to give City the rights to refuse a future event and/or close an event in cases where safety is compromised including a fine structure.

Rationale: To enable staff to enforce the by-law where a breach of the rules and the regulations has taken place.

Recommendation # A.3.4:

Update the Special Events Permit application form to include City rights and consequences of non compliance or breach of regulations.

Rationale: Ensures that the applicant is aware of City's rights and responsibilities as they relate to the regulation of events and consequences of violating those regulations.

A.4. Communication

Recommendation # A.4.1:

Corporate Communications Department to include City sanctioned fairs and events in their e-newsletter; city page on-line; Vaughan TV; Events Calendar and link to organizers website including Tweets and Facebook. (See Recommendation A.4.3; A.4.4; B.2.1; and B.4.1)

Rationale: Sharing available resources will help to develop the festivals and events and get more information out to the public that live in the City and attend the events. If the City helps streamline the process it helps the event, makes the City look good and increases participation by the community.

Recommendation # A.4.2:

Include the list of current City sanctioned CSO Festival & Events in the Fairs and Festivals manual. (See Recommendation A.1.1)

Rationale: To ensure that new groups looking to form are aware of the current recognized CSO festivals and events and therefore avoid duplications.

Recommendation # A.4.3:

The City endeavor to include relevant and current information (dates, websites, contacts, etc.) of all recognized festivals and events in all city, printed or electronic publications. (See Recommendation A.4.1)

Rationale: We would like the City to show its commitment and that they see the value in supporting the recognized festivals and events in Vaughan.

Recommendation # A.4.4:

The City to review options for promoting Festivals and Events in Vaughan through website, Vaughan TV & TVs throughout the community centres with a view to highlight and elevate monthly events. (See Recommendation A.4.1)

Rationale: Ensures that all of the tools available are utilized to showcase Festivals and Events in Vaughan without charges.

B. Publicity/Marketing:

B.1. Marketing

Recommendation # B.1.1:

The City make available up to 2 booths at no charge to recognized Community Service Organizations (CSO) festivals and events to promote and advertise at Vaughan Celebrates events and allow the distribution of promotional materials.

Rationale: Recognizing that Vaughan Celebrates Events and the CSO Festival & Events groups are compatible, in sync, target audiences; this is a good opportunity to promote the community festival and events.

Recommendation #B.1.2:

CSO Festivals & Events to be listed in the Vaughan Celebrates Events published twice annually. (See Recommendation A.4.1)

Rationale: To showcase the approved festivals and events run by CSO groups to Vaughan residents.

Recommendation # B.1.3:

The Economic Development Office through Vaughan Business Enterprise Centre (VBEC) facilitate and promote seminars and workshops (training and development) that could be attended by recognized festivals and events organizers to provide guidance and ideas for successful planning and opportunities to work together to promote our festivals and events.

Rationale: Recognizing that the volunteer / not-for-profit sector is an important and growing part of the Vaughan economy, support through training and development will encourage growth of this sector.

B.2. Web Management

Recommendation # B.2.1:

The City make recognized festivals and events a clear part of the city website with the possibility of photos and links to individual websites for each festival or event.

Rationale: The City website is an important tool that should promote Festivals and Events and emphasize the tourism aspect. It benefits the City and the public.

B.3. Signage (mobile signs + organizers signs)

Recommendation # B.3.1:

Bylaw #178-2003 and 203-92 (where applicable) be amended to:

- allow for 12 (16 square ft) staked signs (plus 1 sign at each site entrance) to be placed on municipal road allowances that follow the York Region guidelines that may include locations within the restrictions presently outlined in the City's sign Bylaw (up to 30 days before and maximum 3 days after the event);
- allow for the use of wire frame sign (.5 square meters) 3 days before and during the event on municipal roads for approved CSO Festival and Events; and,
- allow for signs on private property for 3 days prior to event.

(See Recommendation B.3.4)

Rationale: Placement of signs at key locations, both on City property and private property, enables organizers to promote City-recognized festivals and events to a larger cross-section of the community.

Recommendation # B.3.2:

That the Community Events Sign Bylaw Mobile Sign Location List allow for one mobile sign to be placed in the Special Sign Districts on York Regional roads.

Rationale: Key component for promoting events and flexibility is required to suit the various venues.

Recommendation # B.3.3:

Staff investigate the feasibility of permanent, gateway signs for the entrance points of Vaughan.

Rationale: We believe that these signs would expand the awareness of the attractions and appeal of the City of Vaughan.

Recommendation # B.3.4:

The City consider the removal of the blanket restriction of banners. We suggest that the By-Laws 203-92 and 178-2003 be reviewed and replaced with specific clear rules and or exemptions for banners. (See Recommendation B.3.1)

Rationale: We see banners as a vital part of sponsorship recognition at festivals and events. Perhaps this could be considered as a part of the permit for recognized festivals and events in regards to signage recommended. (see #1)

Recommendation # B.3.5:

City Council recommend that York Region Council consider a change to the Community Events Signage by-law permitting staked signs on Regional boulevards and allowing 48 hours for the removal of signs following an event.

Rationale: Since volunteers are involved in running the events, the City must recognize the extra time needed to remove signs following an event. Also, signs will be installed two weeks prior to an event, and staked signs are a safer and more stable alternative than the current A-frame sign.

B.4. Tourism (Business / Community)

Recommendation # B.4.1:

Economic Development consider a tourism program or something similar that supports all recognized festivals and events along with all city events. Advertising could include all festivals and events logos and photos. (See Recommendation A.4.1)

Rationale: There is economic benefit to promoting all F & F within and beyond the borders of Vaughan.

C. Funding / Costs:

C.1. Sponsorship – fundraising

Recommendation # C.1.1:

Add agenda item to Festival and Events Congress to update the sponsorship/fundraising list and update with any new technique/tool that groups had success with. (See Recommendation C.1.2)

Rationale: Provide a venue for recognized CSO Festival and Event groups to invite potential sponsors to meet with the groups and discuss successes of each event.

C.2. Grants

Recommendation # C.2.1:

Add agenda item to Festival and Events Congress to update the grants list and any new contacts / funding opportunities that groups have had success with. (See Recommendation C.1.1)

Rationale: Provide a venue for recognized CSO Festival and Event groups to be aware of potential grant opportunities and to discuss successes of each of the organizers.

C.3. Fairs & Festivals Support Program

Recommendation # C.3.1:

Increase the discount of all facilities and SIK from 50% to 75% for events and raise limit on SIK from the current \$3,500.00 to \$5,000.00 for any one approved CSO Festival & Event on a one calendar year basis. This support should include staffing costs.

Rationale: The greater the cost reduction to the large community events the more funds can be allocated to improving the quality of the event.

D. Community and Teamwork:

D.1. Volunteers

Recommendation # D.1.1:

That the City of Vaughan website include a link to YR volunteer website [**york.cioc.ca/volunteer**](http://york.cioc.ca/volunteer).

Rationale: To assist recognized CSO Festival and Events Organizers and the City to easily acquire volunteers.

Recommendation # D.1.2:

That the City consider launching a volunteer strategy.

Rationale: Volunteers are essential to the success of Festivals and Events and to engage the citizens of Vaughan with the opportunity to assist with staffing events in their community.

Festival and Events Manual

Table of Contents

TASK FORCE ON THE CITY'S ROLE IN FESTIVALS AND COMMUNITY EVENTS

Alcohol

- Municipal Alcohol Policy
- Selling and/or Outdoors
- Smart Serve Bartenders
- Special Occasions Permit

By-Laws

- Animal Control By-Law
- Fireworks By-Law
- Licensing By-Law
- Noise By-Law
- Parking By-Law
- Parks By-Law
- Signs / Banner By-Law
- Smoking By-Law
- Special Events By-Law

City Facilities

- Activity Rooms
- Arenas/Arena Floors
- City Hall (MPR, Atrium, Courtyard/Square)
- Gyms
- Halls
- Heritage Homes
- Lobbies
- Parking Lots
- Parks
- Pools
- Sports Fields / Courts

City Services in Kind Inventory

- Bleachers (large)
- Bleachers (small)
- Field Lining (Soccer & Baseball)
- Garbage containers
- Generators
- Picnic tables
- Recycling bins
- Showmobile
- Snow fencing
- Sound system
- Stage
- Tables & chairs
- Tents & Locates

Fire Department

- Barbecue or Cooking Appliances
- Emergency plan
- Fire Inspections
- Fire Routes
- Fireworks
- Lane Closure
- Road Closure

Food and Vendors

- Food Preparation
- Selling Food or Wares
- York Region Health Dept. Regulations

Liability Insurance

- Coverage

Miscellaneous

- Budget
- Business Plan
- By-Law Officers/Security
- Economic Development
- Electrical Safety Association (ESA)

Emergency Plan
EMS
Grants
Lane Closure
Map of Road Network (Regional/City)
Mobile Signs
Parade
Parking
Publicity & Promotions
Regional Roads & Maps
Rides
Road Closure
Security Deposits
Signage
Site Plan
Staff
TSSA
Volunteers
York Region Health Department
York Regional Police

Policies and Procedures

Community Service Organization Policy
Deputations to Council
Facility Allocation Policy
Fairs and Festivals Support Program
Flag Protocol
Gaming and Lottery
Handling of Animals (petting zoo)
Inflatable's
Lane Closure
Municipal Alcohol Policy
Outdoor Exhibition Permit
Parade
Road Closure
Safe City Policy
Special Events Permit
Vendors Permit
Wet Field and Managing Use Policy

Rented Inventory

- Miscellaneous items
- Portable Washrooms
- Road Barricades
- Signage
- Snow Fencing

Tips and Contact Information