

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013

Item 53, 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.

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**DEPUTATION – MS. SHERNETT MARTIN
VAUGHAN AFRICAN CANADIAN ASSOCIATION
WITH RESPECT TO CARIBBEAN CULTURAL MONTH**

The Committee of the Whole recommends:

- 1) That the deputation of Ms. Shernett Martin, Vaughan African Canadian Association, and Communications C1, dated June 14, 2013, and C11, presentation material, be received and the deputant's request be referred to staff for a report in the Fall of 2013.**
- 2) That August 2014 be declared Caribbean Cultural Month.**

Subject:

FW: VACA Deputation to Council June 18th -Important Information

FYI

c 1
Communication
CW: <u>June 18/13</u>
Item: <u>Dep 2)</u>

From: Vaughan African Canadian Association [mailto:vaca@rogers.com]

Sent: Friday, June 14, 2013 9:55 AM

To: Shefman, Alan; Anna DeBartolo; Racco, Sandra; Racco, Sandra; Carella, Tony; Rosati, Gino; Di Biase, Michael; Rosanna DeFrancesco; Deborah Schulte; Iafrate, Marilyn; Ciafardoni, Joy; Tamburini, Nancy; Barbieri, Enza; Cardile, Lucy; Panicali, Adele; Ciampa, Gina; Traub, Debi; Furfaro, Cindy; Tarantini, Maria

Cc: Bevilacqua, Maurizio

Subject: VACA Deputation to Council June 18th -Important Information

Good-morning Vaughan Council:

On Tuesday June, 18th, VACA will be presenting a deputation to council. I wanted to send an email to you to give you a brief introduction to our deputation.

We would like to have **August declared as Caribbean Cultural Month** in the city, region and eventually the province. During the month of August several Caribbean cultural events are celebrated throughout the province. From Vaughan's own CariVaughan festival, Scotiabank's Caribbean Festival (Caribana), Jerk Fest, Jamaica Day, Jambana, Rastafest, Muskoka's Reggae Fest, Hamilton's Bob Marley Day, Afrofest, and various other cultural arts shows. August has become the month to celebrate the influence of the Caribbean in our music, fashion, food, and artistic interpretations. What VACA aims to do in declaring August, Caribbean Cultural Month is to provide a platform for municipalities, organizations, businesses and residents to plan and execute events that celebrate the culture of the Caribbean. We intend to plan month-long celebrations during August, 2014 that will include a variety of events throughout Vaughan and York region that run the gamut, from youth events, to seniors events, literacy, fashion, culinary events, and entertainment. The month of August will become a summer favourite for all things Caribbean.

We will be leveraging the support of the community, municipalities and businesses to promote tourism in Vaughan and across the region. We will promote economic development, create tourism experiences, and partner with diverse groups to ensure that we include not just English-speaking Caribbean Islands, but the French-speaking Caribbean Islands, Spanish-speaking Caribbean Islands and the Islands influenced greatly by our Aboriginal settlers.

When Black history month was first introduced to the legislature in 1995 by former MP Jean Augustine and current Fairness Commissioner of Ontario, it has provided schools with an opportunity to teach students about the contributions and history of African people, and African civilization. It has created awareness, cultural relevancy and shifted the perception of black history. We may never know the true impact of declaring August as Caribbean Cultural Month, but we believe it will legitimize and optimize the cultural significance of the Caribbean Islands and promote cultural diversity in the city.

We look forward to presenting our deputation on June 18th and answering any questions you may have.

*Warmest Regards,
Shernett Martin, B.A, B.Ed. QDJ
Executive Director, Vaughan African Canadian Association/Carivaughan
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VAUGHAN AFRICAN CANADIAN ASSOCIATION /CARIVAUGHAN

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Communication

CW: June 18/13

Item: Depa) Item 53

Caribbean Cultural Month Deputation

Respectfully presented by:
*Shernett Martin, Executive Director Vaughan African Canadian Association
Co-Founder, Executive Director, CariVaughan Festival
Sandi Folkles, Co-Founder, Executive Director, CariVaughan Festival*

CANADA'S BLACK POPULATION

- Third largest visible minority group in 2006
- Could double in size by 2031
- The black population is 73,795. The 3rd highest after Chinese and South Asian populations
- Canada's black community makes up 8.4% of the visible minority community after Chinese and South Asian populations
- Jamaicans make up the largest population of all the Caribbean Islands, followed by Haitians, Guyanese, and Trinidadians

Source: Stats Canada 2006 Census on population

CANADA'S BLACK POPULATION

- Over the next 25 years, it is anticipated that all area municipalities will continue to experience population growth. Most of the projected growth (approximately 70%) will occur in the Region's southern area municipalities of Markham, Vaughan, and Richmond Hill.
- Between 1993-2000, immigrant arrivals from the Caribbean and Africa accounted for 20% of the Region's population.

Source: Citizen and Immigration Canada and Catholic Community Services
Source: Region of York Planning and Development Services

CARIBBEAN CULTURAL MONTH

PREAMBLE:

The Caribbean is a hot tropical climate with a warm social atmosphere. It includes 27 countries, from Cuba, Haiti, and Dominica to Jamaica, Aruba, and Puerto Rico.

The Caribbean is an amalgamation of various cultures including, Indian, Jewish, African, English, South American, Chinese, Dutch, European and Aboriginal.

CARIBBEAN CULTURAL MONTH MANDATE:

To honour the cultural, linguistic, ethnic and social diversity of the Caribbean through the dynamic celebration of the arts; including music, theatre, dance, visual arts, culinary arts, and fashion arts.

WHY A CARIBBEAN CULTURAL MONTH IN AUGUST?

Case Study: Black history month

In 1978, the Ontario Black history society petitioned the City of Toronto to formally proclaim February as Black history month.

The OBS successfully lobbied the Federal government and in 1995, Parliament officially recognized February as Black History Month following a motion by the first black Canadian woman elected to Parliament, the Honourable Jean Augustine.

WHY A CARIBBEAN CULTURAL MONTH IN AUGUST?

Case Study: Black history month

Since 1978, Black history month has become engrained in the vernacular of Canadians. Schools across the country pay tribute to the history and legacy of African civilization and historic leaders. Communities raise flags and hold commemorative programs.

Black history month has educated en masse a population of people who knew very little about African Civilization

WHY A CARIBBEAN CULTURAL MONTH IN AUGUST?

Our intention:

August already plays host to Vaughan's own Caribbean festival, CariVaughan, the Scotiabank Caribbean Carnival (Caribana), Jambana, JerkFest, Jamaica Day, Chutney in the Park, Muskoka's Reggae Festival, Montreal's Caribana parade, Barrie's Carifest, Hamilton's Caribbean Day, and many other Caribbean-inspired festivals and events

-With a formal declaration, we feel Caribbean Cultural Month has the ability to provide cultural and historical awareness for the Caribbean, as Black history month has for Africa and the diaspora.

DECLARATION THE UNITED STATES

June 2, 2009, President Barack Obama declared the month of June, **National Caribbean-American month**. Four years later, members of Congress and prominent African Americans sit on the organization committee and plan events throughout the United States to recognize Caribbean-American month.

MUNICIPAL IMPACT

Caribbean Cultural Month will increase tourism to the city, attract overnight and overseas visitors, increase hotel occupancy, support key industry sectors in the city, and increase the economic development in industries such as, hospitality, tourism, transportation, and the arts, with a coordinated effort towards long-term community development, civic engagement and cultural diversity.

CARIBBEAN CULTURAL MONTH (CCM)

LONG TERM GOALS:

- To have Caribbean Cultural Month recognized in the Region, Province and across the Country
- Leverage CariFestival as a Caribbean Arts Group that provides management, consulting, organizational and planning support for municipalities, regions and groups planning Caribbean cultural celebrations.
- To liaise with stakeholders to foster partnerships and support for our month-long events

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
July 27, 2014 Official Launch for Caribbean Cultural Month (City Hall)					Cultural Fridayz Youth events	Caribbean Connexions "All Spice" Women's show
3	4	5	6	7	8	9
CarliVaughan Festival Day #1	CarliVaughan Festival Day #2	Steel pan teaching circle (learn to play steel pan)	La petite Chef Caribbean cooking day	Seniors Extravaganza	Cultural Fridayz Youth events	Caribbean Sports Day (soccer, basketball, dominoes)
10	11	12	13	14	15	16
Taste of the Islands Rum & Rhythms @ Luxy	Children's Camp (Arts & Crafts)	Children's Camp (Arts & Crafts)	Children's Camp (Arts & Crafts)	Children's Camp (Arts & Crafts)	Cultural Fridayz Youth events Last day of Camp	Caribbean Gospel Showcase
17	18	19	20	21	22	23
Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Cultural Fridayz Youth events	Youth Talent Showcase (Vaughan Idol & Fashion Show)
24	25	26	27	28	29	30
Savour the Caribbean Jerk Fest	French/Spanish Caribbean Cultural Event	"Folklore & Frolic" Anansi Storytelling Literacy Festival	A Caribbean tribute to First Nations peoples	Caribbean Movies & Documentaries "Carifilms"	Cultural Fridayz Youth events	Caribbean Cultural Month Closing Ceremony Awards show
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Caribbean Cultural Month Wrap up party @ Bellyni's						

CANADA'S BLACK POPULATION

REQUESTS FOR COUNCIL:

- Permanent designated space (office & studio space) to offer arts programs (cooking, sewing, visual arts, music, dance, drumming, storytelling)
- Marketing & Promotional assistance
- Letters of support to accompany our funding applications to Regional, Provincial and Federal granting agencies.
- Donation from city to kick-start planned events
- Staff & Council support on CCM organizational committee
- Council support for our annual CariVaughan parade which will be the main event for CCM.

Thank you Mayor Bevilacqua
and members of Council.

COMMITTEE OF THE WHOLE – JUNE 18, 2013

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