

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 26, 2017

Item 25, Report No. 31, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 26, 2017.

**25 PROCLAMATION AND FLAG RAISING REQUEST
HISPANIC HERITAGE MONTH**

The Committee of the Whole recommends:

- 1) That the recommendation contained in the following report of the City Clerk, dated September 19, 2017, be approved;**
- 2) That October be proclaimed as Hispanic Heritage Month on an annual basis moving forward;**
- 3) That the Hispanic flag be raised at Vaughan City Hall on every second Saturday of October on an annual basis moving forward; and**
- 4) That the deputation by Ms. Gina Balseca, Founder and CEO of Fuerza Latina, Keele Street, be received.**

Recommendation

The City Clerk recommends:

1. That October 2017 be proclaimed as Hispanic Heritage Month;
2. That the Hispanic flag be raised at Vaughan City Hall on October 14, 2017 for the balance of the day; and
3. That the proclamation be posted on the City's website and published on the City Page online.

Contribution to Sustainability

No direct contribution

Economic Impact

No direct impact

Communications Plan

The Office of the City Clerk posts proclamations issued by the City on the City's website under "Proclamations" and on the City Page Online.

Purpose

To respond to the request received from the President and Founder of Fuerza Latina Community Services.

Background - Analysis and Options

Correspondence was received from the Founder and CEO of Fuerza Latina Community Services on August 21, 2017.

CITY OF VAUGHAN

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The proclamation and flag raising request meets the City's Proclamation and Flag Raising/Half Masting Policy, as follows:

"In recognition of the ethnic diversity of the residents of a municipality the City of Vaughan will fly at the Vaughan City Hall the flag of any nation, country or ethnic group on the national day or on the anniversary of a special occasion, upon written request to the City Clerk submitted one month in advance by that nation, or ethnic group or its representatives; and

If the event, campaign or declaration is directly related to matters over which the City has jurisdiction or the City directly sponsors the event, campaign or other matter".

October is a significant month for the Hispanic community. Hispanic Heritage Month offers an opportunity to remember, celebrate and educate future generations about the achievements and contributions of Hispanic people in the province. Fuerza Latina Community Services is a not-for-profit organization committed to empowering youth and their families by promoting well-being through sports, culture and support groups in Vaughan and surrounding areas.

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

This report supports the Term of Council priorities, as outlined in the Service Excellence Strategy Map:

- Support and promote arts, culture, heritage and sports in the community

Regional Implications

No direct implications

Conclusion

Staff is recommending that October 2017 be proclaimed as Hispanic Heritage Month, that the Hispanic flag be raised at Vaughan City Hall on October 14, 2017 for the balance of the day, and that the proclamation be posted on the City's website and the City Page Online.

Attachment

Attachment 1 Correspondence from Founder and CEO, Fuerza Latina Community Services

Report prepared by:

Shari Gouzvaris, Supervisor, City Clerk's Administrative Services

(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.)

**PROCLAMATION AND FLAG RAISING REQUEST
HISPANIC HERITAGE MONTH**

Recommendation

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Report prepared by:

Shari Gouzvaris, Supervisor, City Clerk's Administrative Services

Respectfully submitted,

Barbara A. McEwan
City Clerk

August 21, 2017

Mr. Jeffrey A. Abrams
City Clerk
City of Vaughan

RECEIVED

AUG 21 2017

CLERK'S DEPT.

Dear Jeffrey A. Abrams,

Fuerza Latina would like to celebrate the Hispanic Heritage Month on October 14, 2017 at 4:30 p.m. During our celebration, we would like to have a Flag Raising Proclamation at the Vaughan City Hall.

The month of October has been proclaimed as the Hispanic Heritage Month in Ontario. The province recognizes the rich contributions of Hispanic-Canadians to our social, economic, political and multicultural fabric. Hispanic Heritage Month is an opportunity to remember, celebrate and educate future generations about the outstanding achievements and contributions of Hispanic people in the province.

October is a significant month for the Hispanic community. Each year, during the month of October, peoples of Hispanic Origin around the World come together and pay tribute to their shared culture. Celebrations are held around the world, such as Hispanic Day (dia de la Hispanidad), the day of the Cultures (dia de las Culturas), Day of the Race (dia de la Raza). These community events create a sense of unity, enhance culture and generate income and exposure for businesses in our community.

Fuerza Latina Community Services is a Not-for-Profit organization committed to empowering youth and their families by promoting well-being through Sports, Culture and support groups in Vaughan and its surroundings.

Thank you in advance for your willingness to support the efforts to help Fuerza Latina Community Services and we look forward to your continued support.

Respectfully,

FUERZA LATINA COMMUNITY SERVICES

Gina Balseca
Founder & CEO