

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 10, 2013

Item 15, Report No. 52, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on December 10, 2013.

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**VAUGHAN AFRICAN CANADIAN ASSOCIATION
– CARIBBEAN CULTURAL MONTH – AUGUST 2014**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Community Services, dated November 26, 2013:

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the following report be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environment 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

There is no economic impact related to this report.

Communications Plan

Staff have communicated with the Vaughan African Canadian Association (VACA) to obtain their needs and to consult on options available.

Council's decision on this matter will be communicated to VACA and staff will continue to work with them to try to satisfy their needs.

Purpose

The purpose of this report is to outline the level of support available to the Vaughan African Canadian Association (VACA) in response to the deputation made by Ms. Shernett Martin, Executive Director of VACA with respect to Caribbean Cultural Month.

Background - Analysis and Options

At the Council meeting of June 25, 2013, Item 53, Report No. 32, Council directed staff to report back on the request made by the deputant Ms. Shernett Martin, Executive Director of VACA regarding Communications C1, dated June 14, 2013, and C11, presentation material, at the Committee of the Whole meeting of June 18, 2013. Partnering with VACA, as part of the deputation, was Ms. Sandi Folkes, Executive Director of CariFestival / Co Founder, Executive Director of the CariFestival Association (CFA) who run the CariVaughan Festival.

VACA requests are as follows:

- Proclamation of Caribbean Cultural Month during the month of August each year;
- Permanent designated space (office and studio space) to offer arts programs (cooking, sewing, visual arts, music, dance, drumming, storytelling);
- Marketing and promotional assistance;

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- Letters of support to accompany funding applications to regional, provincial and federal granting agencies;
- Donation from City to kick-start planned events;
- Staff and Council support on CCM organizational committee; and,
- Council support for annual CariVaughan parade which will be the main event for CCM.

At the Council meeting of June 25, 2013, Council declared that August 2014 be recognized as Caribbean Cultural Month in the City of Vaughan.

Vaughan African Canadian Association (VACA)

VACA is a recognized Community Service Organization (CSO) since 2004, made up of 29 members, 76% which are Vaughan residents according to their membership list of 2011.

According to VACA's file, its statement of purpose is to provide innovative programs and services for the African Canadian community living in the City of Vaughan. Some of the services currently offered by VACA are programs for youth, mentorship, mobile computer tutorial, education, cultural services, collaborative programs with community agencies, Black History month events, field trips, forums, family and senior programs, newcomer and visible minority programs.

Comments Regarding VACA's Request

Proclamation – VACA has requested that the City proclaim August each year as Caribbean Cultural month. Council, at its meeting of June 25, 2013, proclaimed August as Caribbean Cultural Month.

Permanent Office Space – Staff worked with VACA and have found office space for the group at applicable CSO rates at the Woodbridge Pool and Memorial Arena so they can offer arts programs (cooking, sewing, visual arts, music, dance, drumming, storytelling). Staff are currently in discussions to work out the particulars of the arrangement.

Marketing and Promotional Assistance – Marketing and promotional assistance can be provided to VACA by assisting in promoting this event at our City facilities and on the City's Community Calendar on the City's website.

Letters of Support – Should Council endorse this request, letters of support can be provided to VACA to accompany funding applications to regional, provincial and federal granting agencies.

Donation from the City and Available Support – Although the City of Vaughan does not provide grants to community organizations for their events and programs, as a Community Service Organization they are eligible to apply for the Fairs and Festival Support Program which offers a 50% discount to the total cost of use for City owned property, including services-in-kind to a maximum value of \$3,500 per year. Support is limited to facilities and services offered through Community Services only and does not include any rented items, overtime charges, fees/charges levied by other City departments, etc. Note: The CariVaughan Festival is an event run by the CariFestival Association as of 2013. Prior to 2013, VACA was the organizer of this event.

Staff and Council Support – Staff can sit on any organizing committee for VACA's events and programs, however, staff's role is solely as an advisor and may not work directly on programs and events for the organization. Should Council decide it will be part of the event's organizing committee, it will be at its discretion to appoint a member on VACA's organizing committee.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the Vaughan Vision 2020 initiative of **Service Excellence**, specifically to

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“Demonstrate Excellence in Service Delivery” and to “Preserve our Heritage and Support Diversity, Arts and Culture”.

The findings and recommendations are consistent with City of Vaughan policies and practices and factor the results of consultation with the community groups and analysis of the proposal described in this report.

Regional Implications

There are no regional implications associated with this report.

Conclusion

Staff will work with Ms. Martin and the Vaughan African Canadian Association to ensure that their needs are met within the current City policies and procedures.

Attachments

N/A

Report Prepared By

Mary Reali, Director of Recreation and Culture, ext 8234
Terri Cosentino, Manager Client Service, ext 8078
Angela Palermo, Manager Cultural Services, ext 8139

COMMITTEE OF THE WHOLE – NOVEMBER 26, 2013

VAUGHAN AFRICAN CANADIAN ASSOCIATION – CARIBBEAN CULTURAL MONTH – AUGUST 2014

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the following report be received.

Contribution to Sustainability

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

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Terri Cosentino, Manager Client Service, ext 8078
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Marlon Kallideen
Commissioner of Community Services