

COMMITTEE OF THE WHOLE (WORKING SESSION) – JUNE 20, 2008

COUNCIL CORPORATE ADVERTISING PROGRAM UPDATE

Recommendation

The Director of Corporate Communications, in consultation with the City Manager, recommends:
That Council receive this report for information purposes.

Economic Impact

None.

Communications Plan

N/A

Purpose

The purpose of this report is to clarify the provisions of the Council Corporate Advertising Program relating to the publication of Holiday Greetings in local newspapers.

Background - Analysis and Options

Council Greetings published on City Page

Council Corporate Advertising is a Council budget item, administered by the Clerks Department. For the past several years, ad production and placement have been coordinated by the Corporate Communications Department. In 2006, a series of "holiday greeting ads" were placed in eight local papers on behalf of Vaughan Council.

This practice was reviewed in 2007, and staff was directed to "implement the use of the City Page to publish Council greetings" – Item 2, Report No. 43, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on October 9, 2007.

As a cost-saving initiative, the placement costs of Council Holiday Greetings are now covered by the approved City Page advertising budget, administered by Corporate Communications department.

Placement Strategy

Staff was directed to produce a strategy for publishing Council greetings on the City Page for the next 12 months – Item 2, Report No. 43, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on October 9, 2007.

The basis of the proposed placement strategy for Council Greetings relates to provisions in Council Budget and Expenditure Policy No. 01.14. Item 3.1.4 states "Holiday greetings and advertising on behalf of all Members of Council – Advertising is limited to Christmas and Rosh Hashanah in the appropriate local newspapers."

For the purposes of this strategy, the "appropriate local newspapers" are those publications contracted to publish the City Page. Item 5, Report No. 4, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan

on February 11, 2008, specified that the City Page advertisement “be placed in the Vaughan Citizen/Liberal, Vaughan Today and Vaughan Perspectives on a three week cycle.”

As a result, the placement strategy for Council Holiday Greetings will consist of Christmas greetings placed in each of the three City Page newspapers over the appropriate three-week cycle, and Rosh Hashanah greetings placed in each of the three City Page newspapers over the appropriate three-week cycle.

Individual Council Greetings

Item 4.1.15 of the Council Budget and Expenditure Policy No. 01.14 provides for the placement of “holiday greetings on behalf of an individual Member of Council.” The cost of this advertising “that can be directly attributed to individual Members of Council will be charged to the individual Office Budget of each Member of Council.” (4.1)

It should be noted that the previous Council established the practice of only publishing Holiday Greetings on behalf of all Members of Council, however, this approach has not been established as policy.

Relationship to Vaughan Vision 2020

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

Regional Implications

N/A

Conclusion

Pending Council approval of this Holiday Greeting placement strategy, Council Holiday Greetings for Christmas and Rosh Hashanah will be published on the City Page in each of the local newspapers contracted to publish the City Page advertisement.

Attachments

1. Council Budget and Expenditure Policy No. 01.14
2. Sample of City Page with Council Greetings

Report prepared by:

Madeline Zito, Director of Corporate Communications
Ted Hallas, Manager of Corporate Communications

Respectfully submitted,

Madeline Zito
Director of Corporate Communications

**CITY OF VAUGHAN
POLICY MANUAL**

SECTION: COUNCIL	POLICY NO.: 01.14
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CNL: 95.04.10(7)
AMENDED CNL: 95.11.27(22)
AMENDED CNL: 02.06.10 (46/31)
AMENDED CNL: 07/10/09 (44/5)

DEPARTMENT: MAYOR & MEMBERS OF COUNCIL	SUBJECT: COUNCIL BUDGET / EXPENDITURE POLICY
-----------------------------------------------------	--------------------------------------------------------

1. PURPOSE

- 1.1 To ensure that appropriate financial resources are provided to Council Members to enable them to execute their legislative responsibilities.
- 1.2 To assign responsibility for budget preparation and expenditure control.
- 1.3 To clarify appropriate expenditure allocation between the Council Corporate and the Council Individual Budgets.

2. GUIDING PRINCIPLES

- 2.1 Public funds may not be expended for person use, non-City business use, campaign or election related purposes.
- 2.2 The Council Budget shall be broken down into Corporate and Individual Council Budgets on the principles that items that are shared are charged to the Council Corporate Budget and items that can be attributed to an Individual Councillor are charged to the Individual Council Budget and that Members of Council are provided with a consistent level of corporate support.
- 2.3 The Council Corporate Budget allocations must be approved by Council.
- 2.4 The Individual Councillors' Budget totals must be approved by Council, with each Member of Council having discretion over allocations and spending within their own budgets in accordance with policies and procedures of the City as well as other statutory requirements.
- 2.5 The Council Corporate Budget and the Individual Councillors Budgets are subject to the City Budget review process and are subject to the current year's budget guidelines.
- 2.6 The Council Corporate Budget and the Individual Councillors Budgets must be administered in accordance with policies and procedures of the City as well as other statutory requirements.
- 2.7 Members of Council and their Staff will be provided with all furniture and office/computer equipment (including Blackberries, palm pilots, home internet access) required to carry out their duties to a standard compatible with the rest of the Corporation.
- 2.8 Members of Council offices will be redecorated at the commencement of each term of office, upon request, to a maximum of \$3,500.

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2.9 Interpretation disputes with respect to this policy will be referred to the City Manager for resolution.

3. CORPORATE BUDGET/EXPENDITURES

- 3.1 Council as a body shares certain resources and receives a consistent level of corporate support related to the basic functions of the office. These items are allocated to the Corporate Budget and are specifically itemized below:
 - 3.1.1 Lease, rental, purchase, maintenance and repair costs of all shared equipment and furniture costs; i.e. photocopier, fax machine, reception area, kitchen appliances, furnishings, accessories, etc. (Requests to be submitted annually prior to the preparation of the Council Corporate Budget.)
 - 3.1.2 Lease, rental, purchase, maintenance and repair costs of furniture, equipment and computer hardware/software for Members of Council and their staff to Corporate standard. (Requests to be submitted annually prior to the preparation of the Council Corporate Budget)
 - 3.1.3 Catered meals for Council meetings when required, and kitchen supplies. Catered meals (lunches and dinners) to be the responsibility of the Assistant of the Chair of the Committee and are to be purchased at the discretion of the Chair of the Committee. Kitchen supplies are to be purchased by the Secretary to the Mayor.
 - 3.1.4 Holiday greetings and advertising on behalf of all Members of Council. Advertising is limited to Christmas and Rosh Hashanah in the appropriate local newspapers. Season's Greeting cards are distributed by the Mayor's office on behalf of all Members of Council.
 - 3.1.5 Sponsorship of the Christmas Staff Children's party and the Christmas Staff Open House or as authorized by Council.
 - 3.1.6 Grants, donations or sponsorship, on behalf of the Corporation, as authorized by Council.
 - 3.1.7 Long distance telephone charges.
 - 3.1.8 Grade 12 Proficiency Awards
 - 3.1.9 Council support staff, as approved by Council, including group training and seminars, and vacation coverage and six days sick leave coverage.
 - 3.1.10 Gifts (flags, promotional items) provided by the Mayor or designate to Official Guests and Dignitaries. (See Schedule A)

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- 3.1.11 Corporate memberships and fees for AMO and FCM or as authorized by Council.
- 3.1.12 Flowers for special occasions on behalf of the Corporation (births, deaths, illnesses) for community leaders and for senior city officials and their immediate family (mother, father, spouse, child, sibling) on behalf of the City, to a maximum of \$150.
- 3.1.13 Purchase of a City table for the Mayor and Members of Council and their spouses for Council supported fundraising events, (~~Woodchoppers Ball, York Central Hospital Gala, York Finch Hospital Gala, Police Chief's Dinner~~) (*Humber Regional Hospital Gala, York Central Hospital Gala, York Region Police Chief's Dinner and Vaughan Health Care Foundation Gala*) (*Amended by Item 5, Committee of the Whole Report No. 44, October 9, 2007*)
- 3.1.14 Special catering required for visiting dignitaries.
- 3.2 The Council Corporate Budget is prepared and monitored by the Clerk's Department, in accordance with this policy.
- 3.3 The Clerk's Department will have purchasing responsibility for the Council Corporate budget expenditures.
- 4. INDIVIDUAL MEMBERS OF COUNCIL/OFFICE BUDGET EXPENDITURES**
 - 4.1 Expenditures that can be directly attributed to individual Members of Council will be charged to the individual Office Budget of each Member of Council. These items are itemized below:
 - 4.1.1 *Remuneration for Members of Council as established by by-law.*
 - 4.1.2 *Photocopy charges and postage costs.*
 - 4.1.3 *Monthly expense allowance, as established by by-law, for Regional and Local Councillors to reimburse them for incidental expenses incurred without receipt or the requirement of Council approval.*
 - 4.1.4 *Other expenses: ie. framing of pictures, promotional items (pins, ties, pens, etc.), conferences and seminars, business cards, stationery, day-timers, parking etc.*
 - 4.1.5 *One hundred per cent of the cost of purchase of cellular telephones.*
 - 4.1.6 *Mayor's Vehicle – lease, repairs, insurance, license, maintenance.*
 - 4.1.7 *Lease, rental, purchase, maintenance and repair costs of office equipment and furniture, computer hardware and software not consistent with corporate standards.*

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- 4.1.8 *Subscriptions and publications.*
- 4.1.9 *Expenses (airline, accommodations, meals, etc.), authorized by Council, relating to attendance at a City function or special event.*
- 4.1.10 Office supplies
- 4.1.11 Salaries and Benefits for part-time assistance exceeding vacation coverage provided, if required.
- 4.1.12 Specialized individual training and seminars for support staff.
- 4.1.13 Reimbursement of expenditures for cellular telephone phone charges, 407 charges and mileage. It shall be the responsibility of each Member of Council to retain supporting invoices and documentation. Please note, under Canada Customs and Revenue Agency guidelines, mileage from home to and from the place of work is considered personal mileage and therefore is not an allowable expense.
- 4.1.14 Reimbursement of expenditures for business meals with staff and/or external persons with supporting documentation and receipts.
- 4.1.15 Holiday greetings on behalf of an individual Member of Council.
- 4.2 Individual Members of Council are responsible for preparation and allocation of expenditures within their individual budgets within the council approved budget levels, with the exception of any item established by by-law.
- 4.3 Individual Members of Council are responsible for monitoring their individual budgets. Members of Council will be provided with monthly budget reports relating to their individual budgets.
- 4.4 Each Councillor's Staff will have purchasing responsibility for individual Councillor's expenditures.

COUNCIL

Mayor Linda Jackson and Members of Council wish the residents of Vaughan a safe and enjoyable summer!



Front (from L): Regional Councillor Gino Rosati, Regional Councillor Joyce Frustaglio, Mayor Linda D. Jackson, Ward 2 Councillor Bernie DiVona, and Ward 1 Councillor Peter Meffe

Back (from L): Regional Councillor Mario F. Ferri, Ward 2 Councillor Tony Carella, Ward 4 Councillor Sandra Yeung Racco, and Ward 5 Councillor Alan Shefman

MEETINGS OF COUNCIL

Council will reconvene from summer recess on the following dates:

Committee of the Whole Tuesday, September 4, 1:00 p.m.
Council Monday, September 10, 1:00 p.m.

Committee of the Whole (PH) Tuesday, September 4, 7:00 p.m.

For additional information, contact the Clerk's Department at 905-832-8504 or call the Meeting Information Hotline at 905-832-8600

NOTICES

NOTICE OF COMMUNITY MEETING

REGENCY VIEW PARKETTE
Regency View Heights and Bottero Drive

The City's Parks Development Division invites you to attend a community information meeting for Regency View Parkette on:

MONDAY, JULY 23, 2007 at 7:00 P.M.
Maple Community Centre, Activity Room #1

NOTICES

RFP07-153

CONSULTING SERVICES FOR THE PREPARATION OF THE CITY OF VAUGHAN YONGE STREET AREA STUDY

Be advised that as of Friday, July 13, 2007, subject Bid Documents may be obtained from the Purchasing Services Department, located at the address below, between 08:30 and 16:30 hours (8:30 a.m. to 4:30 p.m.), local time Monday to Friday, or contact Purchasing Services at 905-832-8555 or fax 905-832-8522.

SEALED PROPOSALS, in the envelope provided, clearly marked as to contents, will be received by the Purchasing Services Department, 70 Tigi Court, Unit #2, (Rutherford & Creditstone), L4K 5E4, no later than 15:00:00 hours (3:00:00 p.m.) local time, **FRIDAY, AUGUST 10, 2007.**

The City of Vaughan is soliciting proposals from a multi-disciplinary consulting team to prepare a land use and urban design study for the Yonge Street Area Study which will address the Study's objectives as set out in the request for proposal document.

All Proposals are subject to the terms and conditions of the Request for Proposal, and all other Contract provisions or data that is incorporated.

The Corporation of the City of Vaughan reserves the right to accept or reject all or part of any Proposal, and to accept the Proposal that is in the best interest to the City.

A Proponents Meeting is scheduled for **THURSDAY, JULY 26, 2007, at 2:00 P.M.** local time, in the Public Hearing Room (2nd Floor), Vaughan Civic Centre, 2141 Major Mackenzie Drive, Vaughan.

DIANA BIRCHALL, Director of Policy Planning
GEORGE A. WILSON, C.P.P., C.P.M, CMM
Director of Purchasing Services

BID NO. T07-074

HYDRANT MAINTENANCE SERVICES

SEALED BIDS, in the envelope provided, clearly marked, as to contents, will be received by the Purchasing Services Department, 70 Tigi Court, Unit 2 (Rutherford & Creditstone), Vaughan, Ontario, L4K 5E4, no later than:

15:00:00 Hours (3:00:00 p.m.) Local Time
FRIDAY, JULY 27, 2007

The scope of work includes provision of all labour, materials, equipment, travel expenses and all related fees for the services required for hydrant maintenance, including testing hydrant operation, nozzle ports greased, checking and reporting deficiencies and maintenance work for the City of Vaughan.

Bid Documents may be obtained from the Purchasing Services Department, located at the above address, between 08:30 and 16:30 hours (8:30 a.m. to 4:30 p.m.), local time Monday to Friday for a **non-refundable fee of \$20.00** (G.S.T. included) per bid document or contact Purchasing Services at 905-832-8555.

The Corporation of the City of Vaughan reserves the right to accept or reject all or any part of any Bid, and also reserves the right to accept other than the lowest Bid, and to cancel this call for Bids at any time.

NOTICES

OUTDOOR WATER RESTRICTIONS IN EFFECT

The Regional Municipality of York would like to request that all residents continue to conserve water during the current voluntary Stage 1 Water Advisory that is in place for all nine local municipalities in the Region. York Region thanks residents for their support and conservation efforts. These efforts have had a tremendous impact on the water reservoir levels across the Region, restoring them to safe levels near 70 per cent. Regional officials will be cautiously monitoring reservoir levels during the forecasted hot and humid weather and will advise residents accordingly of any water-use changes.

During the current voluntary Stage 1 Water Advisory, residents are asked to voluntarily limit their use of municipal water from a hose, pipe, sprinkler or permanent irrigation system for the purposes of watering lawns or gardens, washing vehicles, sidewalks or driveways and filling or topping up swimming pools. During a voluntary Stage 1 Advisory, Vaughan residents are also required to follow their municipality's outdoor water-use by-laws i.e. specific watering days and times apply, as follows.

From May 15 to September 30 each year, the outdoor use of water is restricted to ensure there is an adequate supply of water for fire protection and personal consumption.

During this time period, lawn watering, filling of pools, washing of cars, etc. is restricted as follows:

- **ODD HOUSE NUMBERS** can only use outdoor water on odd calendar days between 6 a.m. and 9 a.m.; and, 6 p.m. and 9 p.m.
- **EVEN HOUSE NUMBERS** can only use outdoor water on even calendar days between 6 a.m. and 9 a.m.; and, 6 p.m. and 9 p.m.
- **Industrial/Commercial/Institutional properties** are restricted to watering for a maximum period of 3 hours, between 12:00 a.m. and 7 a.m.

Should a "Water Advisory" be issued, all residents will be asked to voluntarily refrain from any outdoor water use.

In all cases, freshly laid sod and newly planted shrubs and trees are exempt from such restrictions for a 4-week period.

For further information, please contact the Public Works Department at 905-832-8562, or visit the "environment" section at www.vaughan.ca

2007 WATER AND WASTEWATER RATE CHANGES

The City of Vaughan has approved the 2007 Water and Wastewater rates. Council approved an increase in rates effective June 2007. The water rate will increase from 81.7¢ to 88.5¢ per cubic meter and wastewater will increase from 75.6¢ to 84.0¢ per cubic metre. This represents an average monthly increase in water and wastewater services of \$4.30 or 9.6% based on an annual residential use of 340 cubic meters of water.

The increase in consumption rates is primarily attributable to increased Region of York water and wastewater costs, increases in the cost of providing water and wastewater operations, maintaining service levels, meeting the