

## **COMMITTEE OF THE WHOLE - SEPTEMBER 29<sup>TH</sup>, 2009**

### **CHARACTER COMMUNITY WEEK OCTOBER 26- 31<sup>ST</sup> 2009**

#### **Recommendation**

The Character Community Committee recommends that the Character Community Committee's Schedule of Events and related announcements be received.

#### **Contribution to Sustainability**

The weekly events will help in growing the City of Vaughan communities awareness of the Character Community Attributes, thereby resulting in a positive sustainable environment based on character community attributes for staff and the community at large.

#### **Economic Impact**

The Character Community of York Region will provide many of the necessary supplies for the City's Character Community Week and will promote Vaughan's Community Booth. Other costs are already allocated within existing budgets for the Character Community events.

#### **Communications Plan**

To create awareness about events taking place during Vaughan's Character Community Week (see attached calendar of events), the Communications Plan will include, but not be limited to, preparation of a news releases, postings on the City's Website as well as the Vaughan Public Libraries website. E-mails will be sent to all City of Vaughan staff and there will be a mail out to City of Vaughan stakeholders inviting them to attend the speaker series and the Community Booth at the Promenade Shopping Centre. The community booth at Promenade Shopping Centre will be staffed on October 26<sup>th</sup> and 27<sup>th</sup> between the hours of 9:00 a.m. and 9:00 p.m.

As a first for Vaughan's Character Community, we will be linking and partnering with TVO kids at the Promenade Shopping Centre and inviting the schools to visit the booth as well as inviting media to participate in the kickoff. The VPLs will be hosting Story time at the Promenade Mall reading a book based on a character attributes to the children and they will be posting this within the Libraries and on their website.

#### **Purpose**

The purpose of this report is to provide Council with an update on the schedule of events planned for Character Community week within the City of Vaughan. The Character Community Committee has established a number of different activities for staff, residents and the business community during character community week. Please see Attachment 1 for the various dates and times for the events and locations.

#### **Background - Analysis and Options**

A Character Community is one in which elected officials, community leaders, citizens and staff recognize and promote good character. Everyone works together to ensure that families are strong, homes and streets are safe, education is effective, business is productive, neighbors care about one another, and people make wise choices for their families and lives. In short, a Character Community has leaders who are models of the character attributes they advocate for their citizens.

On June 24, 2002, City of Vaughan Council passed a resolution supporting the Character Community Initiative. In November 2002, York Regional Council adopted 11 attributes that create good character. These traits are respect, responsibility, courage, inclusivity, honesty, fairness, integrity, optimism, compassion, perseverance, initiative. The City of Vaughan also adopted the character trait of leadership to bring the traits to 12 in order to celebrate one trait per month. This year's focal attribute for the City of Vaughan is OPTIMISM.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

### **Regional Implications**

Character Community is a Regional initiative and the City will continue to work with the Character Community Committee of York Region. Staff also continues to work and be involved with the Character Community Coalition.

### **Conclusion**

Council at its meeting on October 9, 2007 approved Character Communities Week and approved that the City of Vaughan continue to develop public education and awareness initiatives surrounding Character Community. A Working Committee with representation from Council and staff has prepared a number of initiatives for this year to foster the importance of Vaughan as a Character Community. This year's calendar of events and linkages with the Vaughan Chamber of Commerce, Promenade Shopping Centre, TVO and external stakeholders is a true indicator of a Community working together to bring Character Community in Vaughan to the forefront.

### **Attachments**

1. Calendar of Events

Respectfully submitted,

Joyce Frustaglio  
Regional Councillor



# CHARACTER COMMUNITY WEEK

October 25 - October 31, 2009

Theme: OPTIMISM

## CALENDAR OF EVENTS

October 26-27 Events will be held at the Promenade Mall

DATE	TIME	EVENT	CITY BOOTH REPRESENTATIVE
<b>Monday October 26</b>	9:00-9:00 P.M.	Character Community Week Launch	City staff
	<b>10:00-11:00 AM</b>	Character Community Week OFFICIAL Launch at the Promenade Mall  A special <i>Storytime for Children</i> will be held at the Centre Court with Vaughan Public Libraries staff. A booth will be in place on October 26-27, promoting character and optimism. TVO will be there for storytime.	Mayor & Members of Council, TVO, Vaughan Public Libraries
<b>Tuesday October 27</b>	9:00-9:00 P.M.	Character Community Week Launch	City staff

### Character Community Activities throughout the week

DATE	TIME	EVENT	LOCATION
<b>October 26-28</b>	During Hours of Operation	Importance of Good Character- join staff for special stories, songs and rhymes that remind us of the importance of good character.	All Vaughan Public Libraries
<b>October 26-28</b>	During Hours of Operation	Sporting Events – sports activities will be highlighted as key elements of character.	All Community Centres (see attachment)
<b>October 30</b>	All Day (8:30-4:30 PM)	HALLOWEEN – representatives will go around to take pictures of costumes in connection with Character Community and United Way.	civic centre, all community centres, libraries, and facilities

### Speaker Series

DATE	TIME	EVENT	LOCATION
<b>October 29</b>	10:00-11:00 AM 2:00-3:00 PM	Motivational Speaker Series – Guest motivational speaker Spencer West will speak about the power of optimism in living a full life. Spencer has been legless since age 5.	Council Chambers, Vaughan Civic Centre

**Vaughan Character Community Week Oct 25-31, 2009**  
**Recreation and Culture Department**  
**Character Sport – Citywide**

The Recreation and Culture Department recognizes the potential to enhance character development through physical activity and this year we will be highlighting sport activities throughout our community centres as **Character Sport**, part of Vaughan Character Community Week 2009.

Each centre has chosen an activity for all ages to be highlighted in their centre. This can be an activity that is already scheduled or one specifically for Character Sport. Some activities may include: volleyball, basketball, shinny hockey, swimming inclusive bocce and bowling and youth room activities.

In the upcoming weeks, each centre will be provided with information about Vaughan Character Community Week and is encouraged to have staff provide a brief description to all participants which will include; a brief discussion of the celebrated attributes (optimism and inclusiveness), schedule of city wide activities and how it demonstrates character in sport.

<b>Community Centre/ALC</b>	<b>Character Sport</b>	<b>Date / Time</b>	<b>Ages</b>
<b>Garnet A Williams</b> Steve Flood (x5209)	Halloween Family Recreational Skate	October 31 (7-9pm)	All ages/Family
<b>Dufferin Clark CC</b> Dee Richards (x4233)	Dufferin Clark Mural Painting	All of October w/ Oct. 25-31 highlight	Youth 10-18yrs
	Basketball	October 26 (6-8pm)	Ages 10- 12
	Soccer	October 28 (3-6pm)	Ages 14 – 17 Ages 14 – 17
	Basketball	October 30 (3-6pm)	Ages 14 - 18
	Youth Dance Group – (Date not confirmed - however they are tentatively scheduled to meet on Fridays)		
<b>Rosemount CC</b> Tony Meideros (x3600)	Break Dancing	October 27 2 Classes 6-7 & 7-8pm	7-9yrs
<b>Maple CC</b> Ajay Sharma (x7407)	Adult volleyball	Oct 27 - 8:30-10:30pm	18+
	Youth Basketball	Oct 26 - 30 3:30-6pm	Youth 10-17yrs
<b>Vellore Village CC</b> John Morrison (x7305)	Tae Kwon Do Program	Thursday night 29th from 6-8:30pm and Saturday afternoons from 1-4:15pm	5yrs-Adult
	Tae Kwon Do Tournament	October 31(9am-4pm)	All Ages/all levels
<b>Chancellor CC</b> Virginia Rubino (x7504)	Family Swim	October 28 (4-6pm)	All Ages
<b>Al Palladini CC</b> Art Mastruantono(x7209)	Ballet Jazz Combo Craze for Preschoolers -	Mondays - 5:15-6:00pm	All ages
	Mother & Daughter Zumba Fitness	Fridays - 7:30-8:30pm	
	Parent/Child Shinny Hockey	Tuesdays - 4:30-6:00pm	
	Youth Basketball - Adult Volleyball -	Mondays to Thursdays - 11:00-11:45am Mondays - 8:30-10:30pm	
<b>Father Ermanno Bulfon</b> Rick DeMedeiros(x7121)	Three Point Competition	October 29 (4:30-6pm)	10-17yrs+
<b>Inclusive Bocce Maple CC</b> Mihaela Neagoe(x7405)	Bocce Games	Wednesday Oct 28 @ MCC from 10 am -2pm	10+
	FUN FAMILY CLUB Day	5:30pm-8pm	All ages