

MEMBER'S RESOLUTION

Date:	JUNE 14, 2011 – COMMITTEE OF THE WHOLE
Title:	HARMONIZATION OF THE CITY OF VAUGHAN COMMUNICATIONS PROTOCOL WITH THE MUNICIPAL ACT
Submitted by:	Councillor Marilyn lafrate

Whereas, the Municipal Act designates the Mayor as Head of Council, responsible for promoting the municipality and who “shall act as the representative of the municipality both within and outside the municipality;” and

Whereas, as the Head of Council the Mayor is the primary spokesperson for the City; and

Whereas, municipal protocols need to reflect the legislative responsibility granted to the office of the Mayor; and

Whereas, a public image of the City as stable and well-managed is essential to public confidence and good governance, contributing to a vibrant culture, a prosperous community, and economic development; and

Whereas, Council has demonstrated a commitment to fostering this positive image by working together in the best interest of Vaughan residents and by signing the Vaughan Accord; and

Whereas, it is important to maintain a consistent and focused message about City programs, initiatives and accomplishments;

It is therefore recommended that the Mayor, in his role as primary spokesperson and Head of Council, will represent the position of Council in City communications by: contributing the Welcome Message in all major City publications with a photo of the Mayor and where appropriate a photo of Council within the publication; being identified by name in media advisories, City of Vaughan event invitations and providing quotes in news releases.

Respectfully submitted,

Attachments

none