

**CITY OF VAUGHAN**  
**REPORT NO. 2 OF THE**  
**STRATEGIC PLANNING COMMITTEE**

*For consideration by the Council  
of the City of Vaughan  
on May 26, 2009*

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The Strategic Planning Committee met at 10:15 a.m., on May 11, 2009.

Present:                   Regional Councillor Mario F. Ferri, Chair  
                              Regional Councillor Gino Rosati, Vice-Chair  
                              Regional Councillor Joyce Frustaglio  
                              Councillor Tony Carella

Also Present:            Councillor Peter Meffe

The following items were dealt with:

**1       VAUGHAN VISION 2020 REVISED STRATEGIC INITIATIVES LIST AND MILESTONES**

**The Strategic Planning Committee recommends approval of the recommendation contained in the following report of the City Manager and the Senior Manager of Strategic Planning, dated May 11, 2009:**

**Recommendation**

The City Manager and the Senior Manager of Strategic Planning in consultation with the Senior Management Team recommends:

1. That Attachment 1 – Vaughan Vision 2020 Revised Strategic Initiatives List be received
2. That Attachment 2 – Vaughan Vision 2020 Strategic Initiatives Milestones be received

**2       COUNCIL PRIORITIES PLAN COMMUNICATIONS STRATEGY**

**The Strategic Planning Committee recommends:**

- 1) That the recommendation contained in the following report of the Director of Corporate Communications and the Senior Manager of Strategic Planning, dated May 11, 2009, be approved; and
- 2) That the Senior Manager of Strategic Planning be assigned the lead staff person to coordinate the Council Priorities Plan Quarterly Report Templates.

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**Recommendation**

The Director of Corporate Communications and the Senior Manager of Strategic Planning in consultation with the City Manager recommend:

1. That Council Priorities Plan Communications Strategy report be received
2. That Attachment 1 – Council Priorities Plan Communications Strategy be approved
3. That Attachment 2- Council Priorities Plan Quarterly Report Template be received
4. That Attachment 3- Council Priorities Plan Website format be approved

**3** **VAUGHAN VISION 2020 CORPORATE VALUES**

**The Strategic Planning Committee recommends:**

- 1) **That staff be directed to continue with the focus groups and report back in September 2009; and**
- 2) **That the following report of the City Manager and the Senior Manager of Strategic Planning, dated May 11, 2009, be received.**

**Recommendation**

The City Manager and the Senior Manager of Strategic Planning recommends:

1. That the Vaughan Vision 2020 Corporate Values report be received and approved

**4** **STRATEGIC COMMUNICATIONS PLAN**

**The Strategic Planning Committee recommends:**

- 1) **That the recommendation contained in the following report of the City Manager and the Director of Corporate Communications, dated May 11, 2009, be approved;**
- 2) **That the Strategic Communications Working Group (composed of Regional Councillor Ferri and Councillors Carella and Shefman) be charged with approving draft messages in response to quickly emerging issues, as prepared by Corporate Communications, reviewed by Legal Services, and endorsed by the City Manager; and**
- 3) **That the deputation of Mr. Adriano Volpentesta, 74 Mediterra Drive, Vaughan, L4H 3B8, be received.**

**Recommendation**

The City Manager and the Director of Corporate Communications recommends:

1. That Sussex Strategy Group's presentation with respect to the proposed City of Vaughan Strategic Communications Plan be received, and
2. That based on comments received by Committee, that a further report on the Strategic Communications Plan be provided at the Council on May 26, 2009.

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The meeting adjourned at 1:40 p.m.

Respectfully submitted,

Regional Councillor Mario F. Ferri, Chair