

CITY OF VAUGHAN
REPORT NO. 49 OF THE
COMMITTEE OF THE WHOLE
(WORKING SESSION)

*For consideration by the Council
of the City of Vaughan
on November 24, 2009*

The Committee of the Whole (Working Session) met at 10:06 a.m., on November 9, 2009.

Present: Councillor Bernie Di Vona, Chair
Mayor Linda D. Jackson
Regional Councillor Joyce Frustaglio (10:15 a.m.)
Regional Councillor Mario F. Ferri
Regional Councillor Gino Rosati
Councillor Tony Carella
Councillor Peter Meffe (10:25 a.m.)
Councillor Alan Shefman
Councillor Sandra Yeung Racco

The following items were dealt with:

1 TASK FORCE ON DEMOCRATIC PARTICIPATION & RENEWAL: FINAL REPORT
(Referred Item)

The Committee of the Whole (Working Session) recommends:

- 1) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 1, that the issue of internet voting be investigated further and implemented for the 2014 election, provided internet voting has reached a level of maturity and public acceptance so that its introduction will not unduly diminish public confidence in the City of Vaughan's electoral process;
- 2) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 2, that the City Clerk be requested to do an analysis of the impact of a rebate system for individuals only and report back at the earliest opportunity; and

That the total actual expenditures of the particular municipalities rebate programs referenced in the chart contained in the City Clerk's additional report dated November 9, 2009, be added to the subject chart, including the projected estimate of the costs;
- 3) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 3, Committee is pleased to note that the Province is taking action on this recommendation;

**REPORT NO. 49 OF THE COMMITTEE OF THE WHOLE (WORKING SESSION)
FOR CONSIDERATION BY COUNCIL, NOVEMBER 24, 2009**

- 4) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 4, Committee supports the City Clerk's recommendation to open the polling stations early on Advance Voting days;
- 5) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 5, Committee supports the recommendation to increase advance voting days to seven and promote them as "Advance Voting Week";
- 6) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 6, Committee supports the recommendation that if the technology allows for the secure use of an electronic voting list, the City Clerk implement it for use during the 2010 advance voting period;
- 7) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 7, Committee supports the recommendation for the use of alternative voting locations such as shopping malls during advance voting days;
- 8) That consideration of the Task Force on Democratic Participation and Renewal Recommendation 8, with respect to candidates' messages on the City's website, be deferred for further discussion;
- 9) That the Task Force on Democratic Participation and Renewal Recommendations 9, 10, 11, 12 and 13, be endorsed with the exception of paragraph 2 (re: webcasts) of Recommendation 12, and that appropriate staff be directed to give effect to these recommendations;
- 10) That the Task Force on Democratic Participation and Renewal Recommendation 14 be approved in principle and that the City Clerk report back following the outcome of the ward boundary by-law appeal;
- 11) That the Task Force on Democratic Participation and Renewal Recommendation 15, with respect to "meet and greet the candidates sessions" at city facilities, be referred to staff for a further report;
- 12) That the report of Councillor Carella and Steven Del Duca, Co-Chairs, Task Force on Democratic Participation & Renewal, dated September 29, 2009, be received;
- 13) That the additional report of the City Clerk, dated November 9, 2009, be received; and
- 14) That the deputation of Mr. Elliott Silverstein, 7460 Bathurst Street, Thornhill, L4J 7K9, be received.

Committee of the Whole (Working Session) at its meeting of November 2, 2009 recommended the following (Item 1, Report No. 48):

- 1) That the following recommendation contained in the memorandum of the City Clerk, dated October 29, 2009, be approved:

"That consideration of the Final Report of the Task Force on Democratic Participation & Renewal, referred to the November 2, 2009 Committee of the Whole (Working Session), be deferred to the November 9 meeting of the Committee."

Council, at its meeting of October 13, 2009, adopted the following (Item 1, Report No. 42):

The Committee of the Whole recommends:

**REPORT NO. 49 OF THE COMMITTEE OF THE WHOLE (WORKING SESSION)
FOR CONSIDERATION BY COUNCIL, NOVEMBER 24, 2009**

- 1) That the following report of the Co-chairs, Task Force on Democratic Participation & Renewal, dated September 29, 2009, be received and referred to the Committee of the Whole (Working Session) meeting of November 2, 2009;
- 2) That reports be provided to the Committee of the Whole (Working Session) meeting of November 2, 2009 from the Co-chairs of the Task Force identifying recommendations that require provincial amendment or approval and from staff on the practical and financial implications for each recommendation in the document including any action on recommendations being adopted by the City Clerk;
- 3) That the Task Force's report be distributed to GTA municipalities and AMO for information;
- 4) That the following deputations and petition be received:
 - a) Mr. Steven Del Duca, 99 Wakelin Court, Vaughan, L4L 2P1, member of the Task Force;
 - b) Mr. Elliott Silverstein, 7460 Bathurst Street, Suite 201, Thornhill, L4J 7K9, member of the Task Force;
 - c) Ms. Deb Schulte, 76 Mira Vista Place, Woodbridge, L4H 1K8, member of the Task Force;
 - d) Ms. Rosanna Defrancesca, 87 Michelle Drive, Woodbridge, L4L 9B9, and petitions;
 - e) Mr. Savino Quatela, 134 Grand Valley Blvd., Maple, L6A 3K6; and
- 5) That the written submission from Mr. Cam Milani, 11333 Dufferin Street, P.O. Box 663, Maple, L6A 1S5, dated September 28, 2009, be received.

Report of Councillor Tony Carella and Steven Del Duca, Co-chairs, Task Force on Democratic Participation and Renewal, dated September 29, 2009

Recommendation

Councillor Tony Carella and Steven Del Duca, Co-chairs, Task Force on Democratic Participation & Renewal, recommends:

- 1) That the following report be received;
- 2) That the recommendations contained in the attached 'Final Report' be approved by Council and the City Clerk, as appropriate; and
- 3) That the Clerk report to the Council meeting of December 14, 2009, the outcome of each of the recommendations in this document, including any action plan in respect of recommendations adopted by the Clerk or Council.

2

VOICES OF VAUGHAN CAMPAIGN 2009/2010

The Committee of the Whole (Working Session) recommends:

- 1) **That the communications/advertising campaign strategy for the Voices of Vaughan Campaign, outlined in the following report of the Director of Communications and the Director of Economic Development, dated November 9, 2009, be implemented, subject to budget approval;**
- 2) **That Option 1, contained in the body of the report, be approved:**

**REPORT NO. 49 OF THE COMMITTEE OF THE WHOLE (WORKING SESSION)
FOR CONSIDERATION BY COUNCIL, NOVEMBER 24, 2009**

Option 1

Advertising and promotional campaigns	\$212,000
Production and Creative costs	\$ 25,000 (est)
Total	<u>\$237,000</u>

- 3) That this recommendation be forwarded to the Budget Committee for consideration as part of the 2010 budget process;
- 4) That the Economic Development Department pursue partnerships in support of the campaign, in particular with:
 - a) the Vaughan Chamber of Commerce and other business associations such as ICC, CIBPA, VCBA, etc.;
 - b) the tourism sector, through the Vaughan Tourism Advisory Committee, in respect of a proposed "Welcome to Vaughan Day"; and
 - c) leading employers who have a stake in the continuing economic prosperity of the City; and
- 5) That the project, if approved through the budget process, be implemented by the Economic Development Department.

Recommendation

The Director of Corporate Communications and the Director of Economic Development recommend:

1. That Council review the attached communications/advertising campaign strategy for the Voices of Vaughan Campaign and provide comments and direction to staff for the implementation;
2. That Council provide direction with regard to option 1 or option 2; and
3. That the recommendation be forwarded to the Budget Committee for consideration.

The meeting adjourned at 1:40 p.m.

Respectfully submitted,

Councillor Bernie Di Vona, Chair