

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 28, 2005

Item 1, Report No. 9, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 28, 2005.

1 TOURISM FOR BUSINESS DEVELOPMENT: TOURISM SECTOR STUDY STATUS REPORT

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Economic/Technology Development and Communications, dated February 15, 2005, be approved; and**
- 2) That the presentation by Mr. Rowan Faludi, urbanMetrics Inc., be received.**

Recommendation

The Commissioner of Economic/Technology Development and Communications recommends:

1. That this report be received for information purposes only.

Purpose

To provide Council with an update on the progress of the Tourism and Sector Development Study being executed by urbanMetrics Inc. on the City's behalf.

Background - Analysis and Options

Throughout 2004, the City held meetings and workshops with stakeholders operating in the tourism sector in Vaughan. The City's objective, in so doing, was to create the forum that would stimulate the dialogue amongst these stakeholders and then encourage industry representatives to drive tourism development. The result was enthusiastic support for the establishment of an industry-driven Vaughan Tourism Advisory Committee (VTAC), established in September 2004.

As a means to draw attention to Vaughan's new Tourism initiative, and as a vehicle to raise some financial support from our business community, the City held the first Annual Discover Vaughan Bash, in September 2004, resulting in net proceeds of approximately \$140,000, to be used, in part, for funding a Tourism Sector study and Strategy for Tourism Development in Vaughan.

The firm that successfully secured the contract to do this study is urbanMetrics Inc. The work plan that staff and urbanMetrics have agreed upon calls for the consultants to begin the process by doing "an inventory and assessment of Vaughan's tourism products and infrastructure". This is followed by a number of stakeholder workshops, in the course of which participants are shown the resulting inventory and asked a number of targeted questions seeking to identify stakeholder motivators, to analyze opportunities for innovative partnerships and to understand how the stakeholders envision the City's involvement in tourism development. Finally, urbanMetrics Inc. is to review and analyze the tourism initiatives that are being undertaken by a number of peer municipalities. The work plan calls for all three phases to be completed by the beginning of Q2 (early April 2004).

Relationship to Vaughan Vision 2007

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

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Conclusion

Members of the tourism industry in Vaughan are enthusiastically in favour of dedicating their time and energy, with the City's assistance and guidance, to initiatives that will attract more tourism activity and businesses to Vaughan. To this end, the study and eventual Strategy that is being prepared by urbanMetrics Inc. will assist staff in the preparation of an appropriate work plan for the support and development of the Tourism segment of Vaughan's vibrant business community.

* urbanMetrics Inc. Proposal for RFP # 04-182 document, October 12, 2004.

Attachments

None

Report prepared by:

Emilia Valentini, Sr. Manager of Business Development

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Item 2, Report No. 9, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 28, 2005.

2 AUDIO BROADCAST OF PUBLIC COUNCIL MEETINGS ON THE WEB

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Economic/Technology Development and Communications, dated February 15, 2005, be approved, subject to adding the words “to be held in Council Chambers” following the word “Council” in Clause 1;
- 2) That the Mayor and Clerk be authorized to enter into an agreement with VaughanRadio.ca Inc. in a form satisfactory to the City Solicitor; and
- 3) That the City Solicitor examine and report back on any privacy issues relating to this matter.

Recommendation

The Commissioner of Economic/Technology Development and Communications recommends:

1. That Council receive this report,
2. That the audio recordings of Public Meetings for the City of Vaughan Council be broadcasted across the Web at no cost to the City by VaughanRadio.ca Inc.
3. That Staff proceed to implement and promote the project immediately.

Purpose

The purpose of this report is to provide Council with the opportunity to lead governments at all levels towards a model of transparency and openness by broadcasting audio recordings of public Council meetings on the internet. The internet site will be branded as VaughanRadio.ca and will be created and managed at no cost to the City through a non-exclusive partnership with VaughanRadio.ca Inc.

Background - Analysis and Options

The Smart Vaughan project is currently on hold until the fourth quarter of 2005. In the interim, staff has been investigating quick and simple initiatives, at no financial risk to the City, to take advantage and integrate existing technologies with progressive e-government ideas. In consultation with the City Manager, the Commissioner of Legal and Administrative Services, the Commissioner of Finance and Corporate Services, the Director of Purchasing Services, the Director of Corporate Communications and the Communication Co-ordinator for Mayor and Members of Council, this recommendation aims to network the citizens of Vaughan by sharing information and knowledge at no expense to the City through the creation of an independent VaughanRadio.ca website. This unique website will be created and managed by VaughanRadio.ca Inc., a local business which will recover its costs by selling advertisements on the website (in accordance with the City’s internet advertising protocols). Senior Staff have met with several private sector businesses to determine their level of interest regarding audio and video broadcasting, however, VaughanRadio.ca Inc. is the only company which has come forward and proposed the implementation of VaughanRadio.ca at no cost to the City.

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VaughanRadio.ca will enable every citizen to participate on important public issues when it is most convenient to them. From their home or office, at any time of the day, citizens may listen to daily or archived agenda items and corresponding Council decisions. This is a free service to the citizens of Vaughan. It is essential that we create new channels of representative democracy, enabled by information and communication technologies, that encourage effective “on your own time” participation as a legitimate complement to “in-person political participation”. This unique initiative will bring Vaughan city hall and its representative process into every home, school, library and place of work that has access to the internet.

All public meetings that take place in Council Chambers will be broadcasted online and recorded digitally. Users may listen to current or archived recordings over the Internet (24/7). For City Staff, there is no effort required to develop, maintain or operate the site - this is done by VaughanRadio.ca Inc. staff. The audio for each meeting will be directly fed into a personal computer with a high speed modem to the internet which will transform the live broadcast of public Council meetings directly to their website www.vaughanradio.ca. This service will not be exclusive to VaughanRadio.ca Inc. The City will have a disclaimer on the site stating that the Corporation of the City of Vaughan does not endorse any of the ads on the site.

Currently, an opportunity exists for the City of Vaughan to take the leading role in Canada by providing this service to their constituents. This public service has been implemented in a handful of U.S. cities at significant costs to the public. The broadcasting of the public meetings’ audio was so successful for the City of Minneapolis, Minnesota that they have now enhanced their broadcasts to include video along with the audio. Video may be a possible next step for the City of Vaughan. The site can also be used for emergency broadcasting as required by council and staff.

Like technological advancements on the Internet, a series of small less noticed e-democracy developments will lead to increased openness with City Hall as well as laying the foundation for the creation of a virtual City Hall.

Relationship to Vaughan Vision 2007

The Web Broadcasting of public Council meetings support several key Vaughan Vision 2007 goal statements. They are as follows:

- 1.3.1 Develop and implement innovative alternatives for service delivery.
- 1.3.2 Identify and implement the necessary elements that will create an environment where staff are motivated to provide effective and efficient services.
- 2.4.2 Identify and implement innovative new partnerships.
- 7.2 Initiate a Smart Community Network and E-Government Opportunities.

Conclusion

In an effort to achieve the City of Vaughan’s goals to keep our constituents fully informed through various mediums at no financial risk, staff recommends the approval of VaughanRadio.ca website broadcasting. Although built to the City’s specifications and internet advertising protocols, the site will be created and managed at no expense to the City through VaughanRadio.ca Inc. through a non-exclusive agreement. This convenient tool available at no cost to our constituents 24 hours a day 7 days a week will help them be better informed and more engaged with their City Council. As an e-government tool it will strengthen the connection between Council and the Citizens of Vaughan as we seek to improve our community.

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Attachments

Proposed VaughanRadio.ca website pages.

Report prepared by:

Frank Miele, Commissioner of Economic/Technology Development and Communications
Paolo Mancini, Project Manager E-Services

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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Item 3, Report No. 9, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 28, 2005.

3 CORPORATE POLICIES AND PROTOCOLS FOR EVENTS

The Committee of the Whole (Working Session) recommends:

- 1) That this matter be referred to staff to provide a further report to a future Committee of the Whole (Working Session) meeting, addressing Members of Council's comments, including the following:
 - i) the protocol with respect to photographs, ribbon cutting ceremonies and Committee Chairs; and
 - ii) the respective roles of Corporate Communications and the Communications Co-ordinator for Council, in relation to this matter; and
- 2) That the following report of the Commissioner of Economic/Technology Development and Communications, dated February 15, 2005, be received.

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Senior Management Team and the Director of Corporate Communications, recommends:

1. That the attached "Corporate Policies and Protocols For Events," dated February 15, 2005 be approved; and
2. That this policy document supersede all existing City policies, procedures or practices relating to event protocols including "Corporate Policies and Protocols For Events," dated December 15, 2003.

Purpose

To obtain Council approval for the Corporate Policies and Protocols For Events (February 15, 2005), which expands upon the current policy document of December 15, 2003 by adding more detailed policies and protocols relating to community events.

Background - Analysis and Options

On December 15, 2003, Council approved the Corporate Policies and Protocols For Events (Committee of the Whole Report 72, Item 5). Subsequently, senior management, with input from staff, determined that the policies and protocols relating to community events needed to be expanded. The director of Corporate Communications was directed to revise and expand the existing policy.

In particular, the new policy clearly defines a "community event" and outlines the protocols relating to community events that have been endorsed or sponsored by Council. As such, this revised policy document addresses the Council request for staff to develop a policy for community park events (Committee of the Whole Report No. 61, Item 38, September 15, 2003).

In addition, the revised policy provides expanded and clarified guidelines for City staff organizing or supporting City-hosted events. These include protocols relating to the Order of Speakers at City Events (Mayor or Acting Mayor or speaker designated by City Manager in the capacity as Master of Ceremonies). For community events, the order of speakers is determined by the host organization.

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These provisions address the request that staff provide a report on proper protocol for City-hosted events (Committee of the Whole Report No. 78, Item 29, November 8, 2004) and the request that staff provide a report on the proper protocol at functions where the Mayor is not in attendance, but other Members of Council are present (Committee of the Whole Report No. 78, Item 30, November 8, 2004).

Relationship to Vaughan Vision 2007

The establishment of a protocol policy for City and Community Events is in keeping with the emphasis on service excellence identified in the City's strategic plan, Vaughan Vision 2007, in support of the goal (6.1) to "Establish Effective Internal Communications" by expanding and strengthening the level of communication services in support of the Mayor, Members of Council, Office of the City Manager and Departments (6.1.2). In addition, this policy initiative is consistent with the goal (6.4) to "Strengthen Corporate Image and Identity" and its objective (6.4.2) to "Create increased awareness of the City's leadership on key issues and celebrate our successes and achievements."

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

Conclusion

Council approval of the "Corporate Policies and Protocols For Events," dated February 15, 2005, will ensure that the City is appropriately represented by the Mayor and/or Members of Council and/or Senior Management at City and community functions, and will ensure appropriate recognition of dignitaries and non-City representatives at City events.

Attachments

Corporate Policies and Protocols For Events, dated February 15, 2005

Report prepared by:

Madeline Zito,
Director of Corporate Communications

Ted Hallas,
Manager of Corporate Communications

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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Item 4, Report No. 9, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 28, 2005.

4 AMO'S SURVEY ON MUNICIPAL COUNCIL TERM

The Committee of the Whole (Working Session) recommends:

- 1) That the survey entitled "AMO's Survey on Municipal Council Term" (Attachment 1), be received and Council's comments be forwarded to AMO as requested; and
- 2) That the following report of the City Clerk, dated February 15, 2005, be received.

Recommendation

The City Clerk recommends:

That Council provide direction with respect to the attached survey on municipal council term and related matters.

Purpose

To request Council direction with respect to the survey on municipal council term and related matters from AMO's Municipal Term and Related Matters Advisory Committee.

Background - Analysis and Options

AMO's Municipal Term and Related Matters Advisory Committee is examining the issues of municipal elections and the length of term. This Committee has been charged with the task of facilitating consultation with member municipalities in order to represent their perspectives in the development of a policy position. The Committee is seeking Council's position on these issues by means of the attached survey.

Relationship to Vaughan Vision 2007

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

Conclusion

In view of the above, direction is requested with respect to the survey from AMO's Municipal Term and Related Matters Advisory Committee.

Attachments

1. AMO's Survey on Municipal Council Term (Members of Council Only)
2. AMO Background Paper and Survey on Municipal Council Term and Related Matters (Members of Council Only)

Report prepared by:

R. Magnifico
Assistant City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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Item 5, Report No. 9, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 28, 2005.

5 CITY OF VAUGHAN CITIZENS' CHARTER OF RIGHTS AND RESPONSIBILITIES

(Referred from the Council meeting of February 14, 2005)

The Committee of the Whole (Working Session) recommends that this matter be referred to the Committee of the Whole meeting of February 21, 2005.

Council, at its meeting of February 14, 2005, adopted the following:

That this matter be referred to the Committee of the Whole (Working Session) meeting of February 15, 2005.

Report of Councillor Carella, dated February 7, 2005

Recommendation

Councillor Carella recommends the adoption and dissemination of the *City of Vaughan Citizens' Charter of Rights and Responsibilities* to households, businesses and elementary and secondary schools within the City of Vaughan; and to other municipalities in the Province of Ontario.

Purpose

To educate the citizens of Vaughan in respect of their rights and responsibilities vis-à-vis the municipal corporation and their fellow citizens.

Background - Analysis and Options

There is a concern over the collective decline in the sense of community, particularly in the notion of mutual obligation to respect the rights of others and meet one's own responsibilities to fellow citizens. To address this issue, Councillor Carella suggested the development of a document which would outline the rights of citizens vis-à-vis their municipal government, and their responsibilities vis-à-vis such government and fellow citizens. Councillor Carella presented this charter at the last budget committee meeting of 2004, in anticipation of any costs which might be connected to its publication. The final draft is attached for the consideration of this committee, and by Council at its meeting of February 14, 2005.

Relationship to Vaughan Vision 2007

The statement which begins Vaughan Vision 2007 reads: "The City of Vaughan will be a model community that places citizens first through service excellence." The creation and dissemination of a *City of Vaughan Citizens' Charter of Rights and Responsibilities* will establish Vaughan as a model in the field of citizenship education.

Conclusion

The *City of Vaughan Citizens' Charter of Rights and Responsibilities* will help those who live and work within the boundaries of the City of Vaughan to appreciate what are their rights and responsibility vis-à-vis their local government and fellow residents and co-workers.

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Attachments

City of Vaughan Citizens' Charter of Rights and Responsibilities

Report prepared by:

Councillor Tony Carella

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

Please refer to Item 25, Committee of the Whole Report No. 10 for disposition regarding this matter.

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Item 6, Report No. 9, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on February 28, 2005.

**6 PRESENTATION – REGIONAL COUNCILLOR JIM JONES, TOWN OF MARKHAM
WITH RESPECT TO “ONE YORK” FIBER COMMUNITY INFRASTRUCTURE PROPOSAL**

The Committee of the Whole (Working Session) recommends that the presentation by Regional Councillor Jim Jones, Town of Markham, Anthony Roman Centre, 101 Town Centre Boulevard, Markham, L3R 9W3, presentation material entitled, “One York”, and submission dated February 2, 2005, be received and referred to the City Manager for a response following the area CAO’s consideration of this matter.