

COMMITTEE OF THE WHOLE- JUNE 17, 2002

COMMUNITIES IN BLOOM

Recommendation

The Commissioner of Community Services in consultation with the Executive Director of Buildings, Facilities and Parks recommends:

That a Member of Council be appointed to the Communities in Bloom Beautification Committee for the 2002 year;

And that staff be directed to change the City of Vaughan's registration in the Ontario Communities in Bloom program initial stage to a full participant.

Purpose

To obtain a Council appointed member for the Communities in Bloom Beautification Committee and to gain approval to change the City of Vaughan's registration to full participant in the program.

Background - Analysis and Options

On December 18, 2001, Council approved the City of Vaughan's participation in the Ontario Communities in Bloom program for the 2002 year.

The Communities in Bloom program was launched in 1995 in order to provide a national focus for the established provincial and community based beautification programs and to encourage more municipalities to participate in programs designed to build a spirit of community and increase civic pride. The program is based on promoting community action and involvement in improving tidiness, appearance and visual appeal of Canada's neighbourhoods, parks, open spaces and streets through the imaginative use of flowers, plants and trees

A requirement of the Communities in Bloom program is to develop its own organizing committee called the "Beautification Committee". This committee usually consists of a Member of Council as well as other members of the community such as representatives for the local horticultural society, business and service clubs. With respect to these members, staff will be selecting representatives from these sectors of the community in the next couple of weeks based on their ability and commitment to help with this endeavour. The appointed member of Council usually chairs the Committee with the assistance of the Communities in Bloom Co-ordinator, which gives each Committee member tasks to accomplish as well as being responsible for the development of local initiatives and building community awareness and participation.

Staff has been notified by the Communities in Bloom representatives, that two judges have been selected to visit our City for two days, August 12 and 13th. During this time, the Communities in Bloom judges expect to be met by the municipal representatives meet members of Council as well as senior management. Municipal staff will be conducting a tour of the City of Vaughan with the judges for approximately one and half days as per a pre-defined schedule in addition to attending some social events, which need to be organized by the Beautification Committee. At present, the Communities in Bloom Co-ordinator is meeting with municipal staff to gather information needed to present to the judges as well as preparing a schedule of a outline of events, etc that need to be accomplished before the judges arrive in our city.

Staff is recommending that the City of Vaughan change its registration in the Ontario Communities in Bloom program from an initial stage participant to a full participant. The rationale for changing the City of Vaughan's registration is based on the following: the municipality will be judged upon the same criteria but only as a full participant in the program will the City of Vaughan receive a rating (from one to five blooms) which is dependent upon our success in the eight criteria headings. The registration fee was sent to the Ontario Communities in Bloom program in March 2002 and staff has been advised that a change in our level of participation will not result in a higher fee.

Conclusion

As part of Council's continuing support of the Communities in Bloom program, staff is requesting that a member of Council be appointed to the Beautification Committee and that the City of Vaughan's registration in the Ontario Communities in Bloom program initial stage be changed to a full participant.

Attachments

None

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Respectfully submitted,

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Commissioner of Community Services