

**PROCLAMATION REQUEST –
CHARACTER COMMUNITY DAY**

Recommendation

The City Clerk recommends:

- 1) That October 20, 2004 be proclaimed as “Character Community Day” and
- 2) That the proclamation be posted on the City’s website, published on the City Page, space permitting, and that staff issue a news release.

Purpose

To respond to the request received from the Character Community Council of York Region.

Background - Analysis and Options

The correspondence received from the Character Community Council of York Region, dated July 22, 2004, is attached (Attachment #1).

The proclamation request meets the requirements of the City’s Proclamation Policy: *“That upon request, the City of Vaughan issue proclamations if the event, campaigns or declaration is directly related to matters over which the City has jurisdiction or the City directly sponsors the event, campaign or other matter”.*

The Character Community Council of York Region has requested the City publicize this proclamation to promote the importance of fostering and demonstrating good character and provide the opportunity for business, education, community organizations, and families in Vaughan to focus on the character attributes and the importance of incorporating good character into everyday actions and interactions. In addition, Council previously passed a resolution to designate Vaughan as a Character Community (Attachment #2).

The Corporate Communications Department posts proclamations issued by the City on the City’s website under “Events – Proclamations”. Publishing proclamations on the City Page depends on space availability. Corporate Communications will, given sufficient lead-time, issue news releases in support of the proclamation.

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

Staff is recommending October 20, 2004 be proclaimed as “Character Community Day” and that the proclamation be posted on the City’s website and published on the City Page, space permitting.

Attachments

Attachment #1 - Correspondence from Character Community Council of York Region,
dated July 22, 2004

Attachment #2 Extract from Council Meeting Minutes of June 24, 2002, Committee of the
Whole - Item 63, Report No. 50

Report prepared by:

John D. Leach, City Clerk

Respectfully submitted,

John D. Leach, City Clerk

--Original Message-----

From: Sue Smitko [mailto:susan.smitko@rogers.com]

Sent: Thursday, July 22, 2004 2:57 PM

To: DeAngelis, Michael

Subject: [SPAM]Deputation Status

I would like to request Deputation Status at you next available Committee of the Whole meeting. I would like to ask Council to proclaim October 20th as Character Community Day in Vaughan. The goal of the Character Community Council is to promote the importance of fostering and demonstrating good character. Designating a special Character Community Day will provide the opportunity for business, education, community organizations, and families in Vaughan to focus on the character attributes and the importance of incorporating good character into every day actions and interactions.

I am attaching a letter requesting that Character Community Day be proclaimed as well as a sample Proclamation.

I look forward to your response

Sue Smitko
Executive Director

Mr. John D. Leach
City Clerk
City of Vaughan

On behalf of the Character Community Council of York Region, I am requesting that the City of Vaughan proclaim the third Wednesday of every October to be **Character Community Day**. This year, **Character Community Day** will be Wednesday, October 20th.

A Character Community is one in which elected officials, community leaders in the education, business, and faith communities, law enforcement and media sectors, and citizens-at-large recognize and promote the importance of good character. The Character Community Council's mission is to work towards making York Region a Character Community by nurturing positive character attributes. The Character Community Coalition Committee, a sub-committee of the Council that is made up of representatives from each of the municipalities and the Region, is working to raise awareness of the character community initiative and the importance of implementing the character attributes into the daily actions and interactions of individuals who live and work in York Region. By proclaiming a day designated to raising awareness of the importance and the benefits of demonstrating and fostering good character, business, education, community organizations and families will have the opportunity to focus on character development and will be encouraged to develop practical means for building good character.

Please join with other municipalities and the Region in proclaiming **Character Community Day**. I look forward to your continued support

Sincerely,

Sue Smitko
Executive Director

SAMPLE

PROCLAMATION

WHEREAS the Council of _____ recognizes the benefits of participation as a Character Community of York Region as it strives to reflect the different sectors and diversity of our community; and

WHEREAS the Town of _____ recognizes and promotes the importance of good character by treating others as they would like to be treated by showing respect, being accountable, fair, honest and courageous, having empathy, persevering, showing initiative and acting with integrity; and

WHEREAS a Character Community is one in which elected officials, community leaders in the education, business, and faith communities, law enforcement and media sectors, and citizens-at-large recognize and promote the importance of good character,

THEREFORE BE IT RESOLVED THAT, on behalf of the Council of _____, I, Mayor _____, do hereby proclaim the third Wednesday of every calendar year, as **Character Community Day** for the Town of _____. In the year 2004, **Character Community Day** will be the **day of October 20th**.

Dated at the Town of _____
This ____ day of _____, 2004

_____, Mayor

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2002

Item 63, Report No. 50, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 24, 2002.

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CHARACTER COMMUNITY RESOLUTION

The Committee of the Whole recommends approval of the recommendation contained in the following report of Councillor Frustaglio, dated June 17, 2002:

Recommendation

Regional Councillor Frustaglio recommends:

That the following resolution to designate the City of Vaughan as a Character Community be adopted:

WHEREAS the people of the City of Vaughan wish to strengthen our citizens, families and community as a whole by encouraging excellence in character;

WHEREAS we desire to build a Region where families are strong, homes and streets are safe, education is effective, business is productive, neighbours care about one another, and citizens are free to make wise choices for their lives and families;

WHEREAS our schools should be a safe atmosphere where character is exemplified, taught, and rewarded, and where learning is encouraged;

WHEREAS encouraging employees by recognizing positive character qualities has resulted in an increase in workplace morale, employee safety, and corporate profits;

WHEREAS the emphasis of positive character qualities in every sector of society can only occur as individuals commit themselves to exemplifying character in their personal lives and inspiring others to do the same;

WHEREAS there is a need for positive role models among our young people to help foster a community culture where good character is praised and encouraged;

WHEREAS people who demonstrate positive character qualities and moral choices improve the health, safety and welfare of their fellow citizens, resulting in a lower financial burden upon the taxpayers for the costs of services that protect and enhance their quality of life; and

WHEREAS, many current societal problems can be alleviated by citizens of this region by embracing positive and constructive character qualities.

THEREFORE, BE IT RESOLVED that the people of the City of Vaughan pledge our commitment to character and designate ourselves as a Character Community in order to formally launch a Region-wide initiative to enhance character in our schools, businesses, government, media, families, community and multi-faith groups, and we urge the leaders of each of these organizations to support and contribute to this endeavour.

Purpose

The purpose of this report is to request Council's approval of the resolution designating the City of Vaughan as a Character Community.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2002

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Background - Analysis and Options

The Region of York Council passed the above noted resolution to designate York Region as a Character Community. The Region is requesting each area municipality to pass a similar resolution to designate their municipality as Character Communities.

Conclusion

In accordance with York Region's request, the above noted resolution is before Council for approval.

Attachments

York Region Council Extract

Report prepared by:

J. D. Leach
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.)