

**CORPORATE PROTOCOL POLICY WITH RESPECT TO OPENING OF CITY FACILITIES**

(Referred from the Council meeting of December 12, 2005)

Council, at its meeting of December 12, 2005, adopted the following:

That this matter be referred to a future Committee of the Whole (Working Session) meeting.

Report of the Commissioner of Economic/Technology Development and Communications dated November 29, 2005.

**Recommendation**

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

That this report be received.

**Economic Impact**

N/A

**Purpose**

This report addresses Item 40, Report No. 54, Committee of the Whole, October 17, 2005 "that staff provide a report with respect to the Corporate Protocol Policy for opening city facilities."

The purpose of this report is to clarify:

1. That the policy document "Corporate Policies And Protocols For Events" approved by Council on April 11, 2005, is applicable to the opening of City facilities;
2. That this policy supersedes all existing City policies, procedures or practices relating to event protocols, including Policy No. 08.3.01 for Facility Openings (City Facility Openings) which is now being removed from the Corporate Policy Manual; and
3. That the role of Master of Ceremonies at any City facility opening is assigned to the City Manager.

**Background - Analysis and Options**

Please note that "Corporate Policies And Protocols For Events" Policy No. 08.3.03 is included in the City of Vaughan Policy Manual and posted on the VIBE intranet under General Information: Policies & Procedures.

**1. Opening of City facilities**

The opening of City facilities, including opening ceremonies or a larger scale "Grand Opening" or "Official Opening," are considered to be "City Events" as defined by "Corporate Policies And Protocols For Events" approved by Council on April 11, 2005.

Implementing the approved policy and procedures is the responsibility of the assigned lead department. The following policy extracts are applicable to the opening of City facilities:

**DESCRIPTION:**

There are two types of events in which City of Vaughan elected representatives and City officials take part. City events are those owned and hosted by the City of Vaughan and

involve City services or facilities. Community events are local events owned and hosted by a community

City Events are a primary means of showcasing the services and facilities that City residents receive for their tax dollars. They are a way of personalizing the City administration through the participation of the Mayor, Councillors and the City Manager, and offer an opportunity for direct interaction with local citizens.

**RESPONSIBILITY:**

City events are owned and hosted by the City of Vaughan and involve City services or facilities. City events are organized and managed by a lead or host City department and the funding for the event is allocated to the budget of the lead department.

**TIMING RESTRICTION:**

City events will not be held in the time leading up to a municipal election, beginning on the last day for declaring candidacy and ending on the day after election day.

**PLANNING PROCESS:**

The lead or host City department funding the event will appoint a project or event coordinator who will be responsible for the timing and logistical requirements for the event, preparing the event work plan and obtaining any necessary approvals.

**2. Defunct City policies**

As approved by Council on April 11, 2005, "Corporate Policies And Protocols For Events" supersedes all existing City policies, procedures or practices relating to event protocols including "Corporate Policies and Protocols For Events," dated December 15, 2003.

Although not specifically stated in the April 4, 2005 report, Policy No. 08.3.01 for Facility Openings (City Facility Openings) was superseded by the new policy. Inadvertently, Policy No. 08.3.01 was left in the Corporate Policy Manual – it is now being removed.

**3. Role of Master of Ceremonies**

Policy No. 08.3.01 for Facility Openings (City Facility Openings) stated that "the Local Councillor be the Master of Ceremonies at any City facility opening." This is no longer in effect, as above. The Council-approved "Corporate Policies And Protocols For Events" clearly assigns this role to the City Manager for City Events, including City facility openings:

For City Events:

The role of the Master of Ceremonies is performed by the City Manager, or any Commissioner or the Director of Corporate Communications as designated by the City Manager, and the Master of Ceremonies will speak first to make the event introductions. This is followed by the Mayor or Acting Mayor, who will bring greetings from the City. Other speakers will follow the Mayor.

For events associated with a specific City Ward, the Regional Councillor and/or Ward Councillor, where appropriate, will speak following the greetings from the Mayor or Acting Mayor.

Members of Council serving as Committee Chair will be provided with a speaking opportunity at events relating to Committee activities. In most cases, the Chair will speak following introductions by the Master of Ceremonies and official greetings from the Mayor.

### **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**

The "Corporate Policies And Protocols For Events" approved by Council on April 11, 2005, are applicable to the opening of City facilities.

### **Attachments**

none

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