

## **COMMITTEE OF THE WHOLE OCTOBER 1, 2007**

### **PROCLAMATION REQUEST CHARACTER COMMUNITY WEEK**

#### **Recommendation**

The City Clerk recommends:

- 1) That October 15 - 21, 2007 be proclaimed as "Character Community Week" and
- 2) That the proclamation be posted on the City's website and published on the City Page space permitting.

#### **Economic Impact**

N/A

#### **Communications Plan**

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.

#### **Purpose**

To respond to the request received from the Executive Director, Character Foundation of York Region.

#### **Background - Analysis and Options**

The correspondence received from the Executive Director, Character Foundation of York Region, dated August 27, 2007, 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 Foundation 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. The City of Vaughan is designated as a Character Community and Council has approved this proclamation in the past.

#### **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.

#### **Regional Implications**

The promotion of awareness throughout the Region about the Character Community initiative.

**Conclusion**

Staff is recommending October 15 – 21, 2007 be proclaimed as “Character Community Week” and that the proclamation be posted on the City’s website and published on the City Page, space permitting.

**Attachments**

Attachment #1 - Correspondence from the Character Foundation of York Region,  
dated August 27, 2007

**Report prepared by:**

John D. Leach, City Clerk

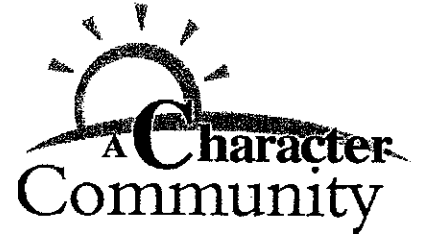
Respectfully submitted,

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John D. Leach,  
City Clerk

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Janice Atwood-Petkovski,  
Commissioner of Legal and Administrative Service



August 27<sup>th</sup>, 2007

**Re: Character Community Week  
October 15<sup>th</sup> – 21<sup>st</sup>, 2007**

Last year, all Municipalities and the Regional Municipality of York proclaimed the third week of October as Character Community Week. During this week, a number of events took place across the region to raise awareness about the Character Community initiative

This year, the Character Foundation of York Region is asking each Municipality to proclaim the third week of October (October 15<sup>th</sup> – 19<sup>th</sup>, 2007), Character Community Week

Events will be held at local schools, libraries, business and community centers.

Events will take place at:

- ⓪ Upper Canada Mall, Newmarket
- ⓪ Vaughan Mills Mall, Vaughan
- ⓪ Markville Mall, Markham
- ⓪ Hillcrest Mall, Richmond Hill

Posters advertising Character Community Week will be sent in mid-September. Please post the posters in prominent locations.

In conclusion, we ask you pledge your support to the Character Foundation of York Region and declare the 3<sup>rd</sup> week of October 2007, **CHARACTER WEEK** in York Region.

For further information, please contact Janet Rurak at (905) 830-4444 – Ext. 1522.

Regards

Janet Rurak  
Executive Director  
Character Foundation of York Region

[www.charactercommunity.com](http://www.charactercommunity.com)

