

COMMITTEE OF THE WHOLE (WORKING SESSION) – JANUARY 29, 2008

SPECIAL OCCASIONS CERTIFICATE POLICY

(Referred from the Council meeting of October 9, 2007)

Council, at its meeting of October 9, 2007, adopted the following:

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

That the memorandum from the City Manager, dated October 5, 2007, be received.

Recommendation of the Committee of the Whole meeting of October 1, 2007:

The Committee of the Whole recommends:

- 1) That the Special Occasions Certificate Policy No. 01.15 (Attachment 1) be amended, to recognize earlier Wedding Anniversaries, Birthdays, and Business Anniversaries, as follows:

Wedding Anniversaries: 25th and up in increments of 5 years;
Birthdays: 65th and up in increments of 5 years;
Business Anniversaries: 10th, 15th, 20th, 25th and up in increments of 10 years;
- 2) That the Ward Sub-Committees be notified when Special Occasion Certificates are issued;
- 3) That the subject Policy include opportunity for the Mayor and Members of Council to make exceptions;
- 4) That a Corporate Communications strategy be included to notify the public of the Special Occasions Certificate Policy;
- 5) That the "package" presented to those receiving congratulations (for Wedding Anniversaries, Birthdays, Business Anniversaries, Business Openings, Groundbreakings, etc.) include in addition to the certificate signed by the Mayor on behalf of all Members of Council, a letter of congratulations from the appropriate Ward Sub-Committee; and
- 6) That the following report of the City Manager, dated October 1, 2007, be received.

Report of the City Manager dated October 1, 2007

Recommendation

The City Manager recommends:

That the Special Occasions Certificate Policy No. 01.15 (Attachment 1) be amended to recognize earlier Wedding Anniversaries, Birthdays and Business Anniversaries, as follows:

Wedding Anniversaries: 25th and up
Birthdays: 65th and up
Business Anniversaries: 10th, 15th, 25th and up

Economic Impact

There is no economic impact as related expenses can be absorbed within the approved Council Corporate budget.

Communications Plan

Not applicable.

Purpose

To report back following a polling and review of our comparator municipalities policies and/or practices regarding the subject matter.

Background - Analysis and Options

Council, at its meeting of September 10, 2007, approved in part a review of neighbouring municipalities policies regarding Special Occasions Certificates and requested staff report back on the merit of revising the Special Occasions Certificate Policy No. 01.15. Attachment 1, Policy No. 01.15, includes the amendments made at the Council meeting of September 10, 2007 to recognize 50th wedding anniversaries and 75th birthdays.

A polling of our comparator municipalities was undertaken and the findings are provided on Attachment 2. Recognition of birthdays range from 50th and up (Brampton) to 90th and up (Mississauga). Anniversaries range from 25th and up (Toronto and Brampton) to 50th and up (Vaughan, Mississauga, Richmond Hill and Markham). Business Anniversaries appear to be recognized by only Markham (10th) and Vaughan (25th).

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

N/A

Conclusion

Staff is recommending the Special Occasions Certificate Policy No. 01.15 be amended to recognize earlier wedding anniversaries, birthdays and business anniversaries. It should be noted that exceptions can be made with the consent of the Mayor.

Attachments

- Attachment 1: Policy No. 01.15, Special Occasions – Certificate Policy
- Attachment 2: Comparison of Comparator Municipalities Special Occasions Certificates
- Attachment 3: Memorandum from the City Manager, dated October 5, 2007

Report prepared by:

Michael DeAngelis, City Manager

**CITY OF VAUGHAN
POLICY MANUAL**

ATTACHMENT 1

SECTION: COUNCIL	POLICY NO.: 01.15
-------------------------	--------------------------

CNL: 95.11.27

Amended CNL: 07.09.10 (36/1)

DEPARTMENT: MAYOR & MEMBERS OF COUNCIL	SUBJECT: SPECIAL OCCASIONS – CERTIFICATE POLICY

Council resolved:

That Council adopt the following policy guidelines for the recognition of anniversaries, birthdays, official openings, etc.

1. Wedding Anniversaries

 50th Anniversary, 60th Anniversary, 65th Anniversary, 70th Anniversary
 Certificates be issued upon request.

2. Birthdays

 75th Birthday, 80th Birthday, 90th Birthday
 Certificates be issued upon request.

 Any requests for birthdays over 100 years to be issued.

3. Business Openings

 New or new larger location.

4. Business Anniversaries

 25th Anniversary, 50th Anniversary

5. Miscellaneous

 Ground breaking, institutional opening, honorary citizens.

That two (2) weeks be allowed for notice of requests;

That Members of Council requesting business certificates ensure that all other Members of Council and the Economic Development Department are notified of the time and place of the presentation;

That Ward Councillors be notified when Special Occasion Certificates are issued;

That the Ward Sub-Committees be included in the notification.

(Exceptions will, at times, have to be made, but only with the consent of the Mayor.)

ATTACHMENT 2

COMPARISON OF COMPARATOR MUNICIPALITIES SPECIAL OCCASIONS CERTIFICATES

MUNICIPALITY	BIRTHDAY	ANNIVERSARY	BUSINESSES	PROCEDURE
City of Vaughan	75 th , 80 th , 90 th and requests for birthdays over 100 years. Issued upon request	50 th , 55 th , 60 th , 65 th , and 70 th . Issued upon request	25 th and 50 th Anniversary New business openings or new larger location	Ward Councillors and Ward Sub-Committee to be notified when requests received. Exceptions can be made with the consent of the Mayor.
City of Mississauga	90 th , 95 th , 100 th and 105 th	50 th , 55 th , 60 th , 65 th , and 70 th	n/a	Requests for plaque are made by visiting the City's website. Six weeks notice is required, though requests should be made no earlier than 4 months before the milestone.
Town of Richmond Hill	70 th , 75 th , 80 th and thereafter in five year increments	50 th , 55 th , 60 th and thereafter in 5 year increments	n/a	Written requests are made through the Mayor's Office. Each request is evaluated on an individual basis. Special requests are generally satisfied.
City of Brampton	50 th and up	25 th and up	Community service and grand openings also recognized	Requests are made through the Mayor's Office. Most special requests are satisfied, as requested. Customized plaques are issued.
Town of Markham	80 th , and thereafter in five year increments	50 th and up	Business Grand Openings and 10 th , 15 th , 25 th Anniversaries	Requests are made through the Mayor's Office Special Appreciation Certificates are also issued in recognition of individual milestones, as requested.
City of Toronto	65 th and up	25 th and up	Businesses and organizations on milestone occasions. Athletics champions – winners of provincial, national or international competitions	Requests are submitted a minimum of 4 weeks prior to the event to the Protocol Office. Customized scrolls are issued.

October 5, 2007

To: Mayor and Members of Council
From: Michael DeAngelis, City Manager
Re: Special Occasions Certificate Policy

Committee, at its meeting of October 1st, requested staff provide an updated Policy that includes Committee's recommendations. The attached draft Policy notes Committee's recommendations in italics and deletions with a strikethrough.

In response to the question regarding economic impact the following information is provided:

2007 - requests to date for Special Occasion Certificates :	180
Cost per Presentation Folder (includes Letterhead, Certificate and City of Vaughan custom certificate folder)	\$6.47
<hr/> Total cost to date	<hr/> \$1,164.60


It is anticipated that the revisions to the policy, i.e. recognition of earlier birthdays, wedding and business anniversaries, will result in increased requests for certificates. Additionally, posting the revised policy on the City's website has potential to further increase such requests. Related costs are expected to increase and, therefore, staff is requesting Council's consideration of the following recommendation:

Recommendation

That \$2,000 be allocated in the 2008 Council Corporate budget for the issuance of Special Occasion Certificates and that a review be undertaken in 12 months in order to determine whether additional funds are required for future budgets.

To address the potential increase in costs this year, Council may wish to consider approving the revisions to the Policy effective January 1, 2008.

Respectfully submitted,



Michael DeAngelis
City Manager

Attachment: Draft Policy No. 01.15

memorandum

**DRAFT
CITY OF VAUGHAN
POLICY MANUAL**

SECTION: COUNCIL	POLICY NO.: 01.15
-------------------------	--------------------------

CNL: 95.11.27
Amended CNL: 07.09.10 (36/1)

DEPARTMENT: MAYOR & MEMBERS OF COUNCIL	SUBJECT: SPECIAL OCCASIONS – CERTIFICATE POLICY

1. Wedding Anniversaries
50th Anniversary, 60th Anniversary, 65th Anniversary, 70th Anniversary
25th and up in increments of 5 years. Certificates to be issued upon request.
2. Birthdays
75th Birthday, 80th Birthday, 90th Birthday
65th and up in increments of 5 years. Certificates to be issued upon request.
Any requests for birthdays over 100 years to be issued.
3. Business Openings
New or new larger location.
4. Business Anniversaries
25th Anniversary, 50th Anniversary
10th, 15th, 20th, 25th and up in increments of 10 years.
5. Miscellaneous
Ground breaking, institutional opening, honorary citizens.

That two (2) weeks be allowed for notice of requests;

That Members of Council requesting business certificates ensure that all other Members of Council and the Economic Development Department are notified of the time and place of the presentation;

~~That Ward Councillors be notified when Special Occasion Certificates are issued;~~

~~That the Ward Sub-Committees be included in the notification.~~

That the Ward Sub-Committees be notified when Special Occasion Certificates are issued;

That the "package" presented to those receiving congratulations (for Wedding Anniversaries, Birthdays, Business Anniversaries, Business Openings, Groundbreakings, etc.) include in addition to the certificate signed by the Mayor on behalf of all Members of Council, a letter of congratulations from the appropriate Ward Sub-Committee;

~~(Exceptions will, at times, have to be made, but only with the consent of the Mayor.)~~

That exceptions may be made by the Mayor and Members of Council.