

## **ENVIRONMENT COMMITTEE – MARCH 31, 2008**

### **2008 20-MINUTE VAUGHAN MAKEOVER, APRIL 18<sup>TH</sup> 2PM**

#### **Recommendation**

The City Manager recommends that:

1. This report be received for information purposes; and
2. The Environment Committee provide input as to a preferred location for the 2008 20-Minute Makeover event.

#### **Economic Impact**

There are no economic impacts resulting from the receipt of this report.

#### **Communications Plan**

Economic Development and Corporate Communications will develop a communications strategy for the 20-Minute Makeover which will include updates to the City website and advertisement in local newspapers. Schools will be contacted via fax and telephone. Local businesses will also be encouraged to participate.

#### **Purpose**

The purpose of this report is to update the Environment Committee on the 2008 20-Minute Makeover.

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

The 20-Minute Makeover is a GTA-wide event that takes place on the Friday prior to Earth Day each year. This is the fourth year the City of Vaughan has participated. Each year, the City has experienced increasing interest in the event from local schools, businesses and citizens. In 2007, over 8000 people participated, including 24 local schools, 9 businesses and a variety of community groups. While it is recognized that the 20-Minute Makeover is a small part of a comprehensive anti-litter strategy, it is a program that is gaining recognition and participation each year.

Economic Development will be contacting local schools individually to encourage participation as well as contacting the School Boards. St. Elizabeth Secondary School in Thornhill has been identified as a potential location for this year's Council event.

Additionally, Economic Development has been working with local businesses to obtain sponsorships and prizes for this year's event. These businesses include Pizza Pizza and Wonderland (who provided prizes last year). Other businesses are being pursued and the nature of these potential sponsorships has yet to be established.

Vaughan businesses, in particular those that sponsor the 20-Minute Makeover, will also be encouraged also to participate in the clean up efforts.

Public Works will provide equipment and staff to support the event as they have in previous years.

### **Relationship to Vaughan Vision 2020**

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**

The 2008 20-Minute Vaughan Makeover is an initiative that encourages residents, students and businesses to take action against litter in their community.

The City's ongoing participation demonstrates environmental leadership and provides an effective vehicle for public education.

### **Attachments**

N/A

### **Report prepared by:**

Rebekah McGurran, Economic Developer – Environmental Sector

Respectfully submitted,

Michael DeAngelis, City Manager