

BUDGET COMMITTEE - DECEMBER 1, 2010

CHARACTER COMMUNITY BUDGET

Recommendation

The Character Community Committee recommends that a \$10,000.00 budget be approved for Character Community Initiatives and that such funds come from the City's Operating Budget.

Contribution to Sustainability

Continued participation in Character Community will ensure that the City is able to model the attributes advocate for their citizens thereby resulting in a strengthened community.

Economic Impact

The Character Community of York Region Foundation provides some of the necessary supplies for the City's Character Community Week. However other costs associated with Character Community are not funded by the Region and as such have currently been absorbed within current Operational Budgets for the last three years. Currently funding for the speaker series (circa \$5,000 per year) and special events related to Character Community have been found within the existing Human Resource budget. Vaughan's Character Community Committee believes that there is a need to ensure sustainable funding to be set aside for future years as the current Initiatives continue and develop and grow.

Communications Plan

N/A

Purpose

The purpose of this report is to seek sustainable funding for Character Community Week and Character Community Initiatives.

Background - Analysis and Options

Council at its meeting on October 9, 2007 approved Character Communities Week and approved that the City of Vaughan continue to develop public education and awareness initiatives surrounding Character Community. A Working Committee with representation from Council and staff has prepared a number of initiatives over the last three years to showcase the importance of Vaughan as a Character Community.

A Character Community is one in which elected officials, community leaders, citizens and staff recognize and promote good character. Everyone works together to ensure that families are strong, homes and streets are safe, education is effective, business is productive, neighbors care about one another, and people make wise choices for their families and lives. In short, a Character Community has leaders who are models of the character attributes they advocate for their citizens.

Relationship to Vaughan Vision 2020/Strategic Plan

All initiatives of Vaughan Vision 2020 are included with the adoption and continuation of the Character Community program including Service Excellence by preserving our heritage and supporting diversity, arts and culture, Management Excellence by demonstrating leadership and

promoting effective governance, and Staff Excellence by valuing and encouraging a highly motivated workforce.

Regional Implications

The City will continue to work with the Character Community Committee of York Region and other municipal stakeholders to expand, grow and partner in its involvement with the Character Community mandate for the Region as a whole.

Conclusion

A Working Committee with representation from Council and staff has prepared a number of initiatives over the last three years to foster the importance of Vaughan as a Character Community. In order to further develop public education and awareness surrounding Character Community Initiatives, sustainable funding needs to be allocated towards this initiative.

Respectfully submitted,

Joyce Frustaglio
Regional Councillor