

COMMITTEE OF THE WHOLE - MARCH 23, 2010

2010 MUNICIPAL ELECTON – MEET AND GREET SESSIONS

Recommendation

The Commissioners of Community Services and Legal & Administrative Services/City Solicitor , in consultation with the City Clerk, recommend:

- 1) That Council make a formal request (Attachment 1) for an impartial arms'-length organization to act as Event Coordinator for five (5) Meet and Greet sessions at community centres (one per ward) during the period of September 12 to October 24, 2010, including, but not limited to:
 - Vaughan Chamber of Commerce;
 - Omni Television; and,
 - Rogers Communications Inc.
- 2) That the Event Coordinator's responsibilities include, but not be limited to acting as the Event Lead, and establishing and monitoring a standard set of protocols for participants.
- 3) That City staff be directed to work with the Event Coordinator as follows:
 - a. **Clerks:** Post information about the five (5) Meet and Greet sessions on the Elections website;
 - b. **Corporate Communications:** Post dates, times and locations on the City website regarding the five (5) Meet and Greet sessions;
 - c. **Recreation and Culture:** Provide date and time options that present the least amount of impact to program participants, process rental contracts accordingly and communicate with participants should there be any disruption to their program; and,
 - d. **Building and Facilities:** Site preparation (tables and chairs) and clean up.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan.

Economic Impact

There may be small amount of staff resources to support the Event Coordinator and possible loss of rental revenue from the use of community centre space.

Communications Plan

Once the Event Coordinator is in place, the Corporate Communications and Clerks Department will establish a communication plan including such mediums as the election website, city website, flyers and posters.

Recreation and Culture will communicate with program participants should there be a disruption to their program.

Purpose

The purpose of this report is to recommend that staff be directed to make a formal request for an impartial arms'-length organization to act as Event Coordinator for five (5) Meet and Greet sessions at community centres in each ward during the period of September 12 to October 24, 2010, including, but not limited to: Vaughan Chamber of Commerce; Omni Television; and Rogers Communications Inc.

Further, that City staff be directed to work with the Event Coordinator as outlined above.

Background - Analysis and Options

At the Council meeting of December 14, 2009, Item 32, Report No. 54, Task Force on Democratic Participation and Renewal Final Report, Council approved that the Commissioner of Community Services in consultation with the City Clerk provide to Council no later than March 31, 2010, the rules and regulations that will be imposed on all candidates participating in five (5) Meet and Greet sessions at community centres during the post Labour Day portion of the 2010 election.

Meet and Greet sessions at local community centres would allow greater participation on the part of the electorate and an opportunity to meet and learn more about potential candidates. With an aim to improve voter turnout at municipal elections, Meet and Greet sessions are a convenient method for individual candidates to present themselves to ordinary voters in an informal setting.

The recommendation to seek one independent and impartial third party Event Coordinator to facilitate Meet and Greet sessions is viewed as a fair and transparent method and would ensure the consistent application of a standard set of protocols for all candidates and all sessions.

The Event Coordinator will establish protocols, rules and regulations to ensure fair and equitable opportunities for all registered candidates to participate in the Meet and Greet sessions and staff will support the Event Coordinator as follows:

- a Clerks:** Post information about the five (5) Meet and Greet sessions on the Elections website;
- b Corporate Communications:** Post dates, times and locations on the City website regarding the five (5) Meet and Greet sessions;
- c Recreation and Culture:** Provide date and time options that present the least amount of impact to program participants, process rental contracts accordingly and communicate with participants should there be any disruption to their program; and,
- d Building and Facilities:** Site preparation (tables and chairs) and clean up

Attachment 1 is the formal letter that will be forwarded to potential organizations. Interested parties will be asked to respond by April 30th, 2010.

Meet and Greet Dates and Times:

It is anticipated that Advance Voting Week will be October 4 to the 10th or 11th, therefore the following dates would be suitable in the gyms for the Meet and Greet sessions and could host up to 100 people. Impact to the clientele of each community centre is noted below:

Ward	Community Centre	Date	Time	Impact
1	Maple	Tue., Sep 21	6:30-8:30pm	Fitness Class Cancellation
2	Al Palladini	Wed., Sep 29	6:30-8:30pm	Fitness Class Cancellation
3	Chancellor	Wed., Sep 15	6:30-8:30pm	No impact
4	North Thornhill	Thu., Sep 23	6:30-8:30pm	Youth Sports Cancellation
5	Garnet A. Williams	Thu., Sep 30	6:30-8:30pm	Fitness Class Cancellation

Please note that in order to have the least amount of impact to the clientele of the community centres, an alternative venue is the City Hall for the five (5) Meet and Greet sessions for each ward.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence – Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:
Enhance and Ensure Community Safety, Health & Wellness.

This report is consistent with the priorities previously set by Council and the necessary resources have not been allocated and approved.

Regional Implications

There are no regional implications associated with this report.

Conclusion

Coordination of the Meet and Greet sessions through the services of an impartial and third party organization will achieve the goals of the Task Force on Democratic Participation and Renewal as adopted by Council. An independent and arms length organization would act as the Event Coordinator to monitor the sessions and staff will provide assistance as noted.

Attachments

1. Formal Request Letter to Potential Event Coordinator

Report Prepared By

Mary Reali, Director of Recreation and Culture, ext 8234
Terri Cosentino, Manager of Client Services, ext 8078

Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services

Janice Atwood-Petkovski
Commissioner of Legal & Administrative
Services/City Solicitor

April 13th, 2010

Dear Community Partner,

The City of Vaughan is inviting a representative from your agency to act as an independent and impartial third party Event Coordinator at up to five planned *2010 Municipal Election – Meet and Greet Sessions*, to be held in community centres during the period of September 12 to October 24, 2010.

The Meet and Greet Sessions were recommended by the City's Task Force on Democratic Participation and Renewal to encourage greater participation on the part of the municipal electorate by providing opportunities to meet all the participating 2010 election candidates in one informal setting. Vaughan Council has endorsed the proposal by seeking to set up a Meet and Greet Session in each of the City's five wards.

Responsibilities of the Event Coordinator include acting as the Event lead, and establishing and monitoring a standard set of protocols for participants. City staff will work with the Event Coordinator to post information about the five (5) Meet and Greet sessions on the Elections website and City website, and prepare the sites according to the specifications of the Event Coordinator

Meet and Greet Sessions - Dates and Times are proposed as follows:

Date	Time	Ward and Location
Wednesday, September 15	6:30-8:30PM	Ward 3; Chancellor CC <i>350 Ansley Grove Road, Woodbridge</i>
Tuesday, September 21	6:30-8:30PM	Ward 1; Maple CC <i>10190 Keele Street, Maple</i>
Thursday, September 23	6:30-8:30PM	Ward 4; North Thornhill CC <i>300 Pleasant Ridge Avenue, Thornhill</i>
Wednesday, September 29	6:30-8:30PM	Ward 2; Al Palladini CC <i>9201 Islington Avenue, Woodbridge</i>
Thursday, September 30	6:30-8:30PM	Ward 5; Garnet A. Williams CC <i>501 Clark Avenue West, Thornhill</i>

Any comments or proposals you have as the Event Coordinator for the planned Meet and Greet Sessions would be welcome.

Your response indicating the availability of a representative from your organization to host and act as Event Coordinator at the above-listed Meet and Greet sessions is respectfully requested by May 7th, 2010 by email to: Marlon Kallideen, Commissioner of Community Services at marlon.kallideen@vaughan.ca. For further information please contact either of the undersigned.

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