

COMMITTEE OF THE WHOLE - JUNE 1, 2010

MAPLEFEST SIGNAGE

Recommendation

Regional Councillor Mario Ferri and Councillor Meffe recommend that:

Maplefest be permitted to add the attached sign which indicates the event date to the existing Maplefest signs at the entranceway to Maple.

Contribution to Sustainability

n/a

Economic Impact

Nil

Communications Plan

Nil

Purpose

To allow the addition of the event date and location to the already existing signage at the entrance of the Village of Maple.

Background - Analysis and Options

Maplefest for the last 20 years symbolizes the spirit of our youth, family and community spirit, and brings it all together at this annual summer festival. Maplefest is a registered non-profit group, made up of volunteers from the community providing activities, events, contests for all the residents of Maple and surrounding communities. The event brings approximately 22,000 people through the Village of Maple over the weekend. The Maplefest Organization previously had requested and was approved to permit the installation of a sign at the entranceway to the Village of Maple for the community and to identify that this is the home of Maplefest. We have now been approached by them to add information regarding the date and location for the annual event. They have confirmed that the signage will be maintained each year and will be kept current with the annual events regarding dates and times.

Relationship to Vaughan Vision 2020/Strategic Plan

This speaks to the initiative of enhancing and ensuring community safety, health and wellness.

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

It is my opinion that the addition of the event date and location to the already existing signage will better promote this community event and inform the community of all future upcoming events.

Attachments

Example of proposed signage.

Report prepared by:

Peter Meffe, Councillor, Ward 1

Mario Ferri, Regional and Local Councillor

Respectfully submitted,

Peter Meffe
Councillor, Ward 1

Mario Ferri,
Regional and Local Councillor

62.5"

-MAPLEFEST-

AUG. 27, 28, 29

Maple Community Centre

24"