



MEMBER'S RESOLUTION

Date:	APRIL 12, 2011 – COMMITTEE OF THE WHOLE
Title:	GIFTING OF STREET NAMING FOR CHARITY AUCTIONS
Submitted by:	Councillor Marilyn lafrate

Whereas, a number of requests for approval of street names have come before Council outside of the current policies; and

Whereas, the development community has over the last several years been providing gifts of "street naming" opportunities for charity auctions; and

Whereas, the development community has therefore become obliged to forward names for streets for new development to the City of Vaughan because of the fact that the naming opportunity has been paid for at a charity auction; and

Whereas, this practice could lead to the development community being approached by the public to purchase naming rights as a standard practice; and

Whereas, many of the recent gifting of street names for charity has been provided to organizations that do not necessarily benefit the City of Vaughan in any way.

It is therefore recommended that staff provide a report on the status of gifting of street naming to charity auctions by the development community including but not limited to how many times this practice has occurred, which developers partake in this type of gifting, how many "gifts" have been committed to but not yet put forward to Council for approval, whether or not this practice should continue, whether City of Vaughan Council should pre-approve such gifts including whether or not the number of gifts should be limited and whether or not the City should pre-approve or restrict what charities can benefit from such gifts.

Respectfully submitted,

Councillor Marilyn lafrate

Attachments

None