

**TO:** Mayor and Members of Council

**FROM:** Todd Coles, City Clerk

**CC:** Tim Simmonds, Interim City Manager  
Wendy Law, Deputy City Manager, Administrative Services & City Solicitor

**DATE:** September 30, 2019

**SUBJECT:** Council Meeting October 2, 2019,  
Committee of the Whole (2) Report No. 27 Item 10,  
Proclamation Request Islamic Heritage Month

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**PURPOSE**

To provide information about the use of the City's network of outdoor digital signs to promote an event. Subsequent to the Committee of the Whole Meeting (2) on September 24, 2019, staff received preliminary details about a planned Islamic Heritage Month event.

**RECOMMENDATION**

The City Clerk recommends:

1. That recommendations 1. and 2. contained in the report of the Deputy City Manager, Administrative Services and City Solicitor, dated September 24, 2019, regarding the Proclamation Request Islamic Heritage Month, be approved; and
2. That staff be directed to continue to work with the community group planning an Islamic Heritage Month event, and subject to staff's satisfaction with the planning and logistics of the event, Council endorse the event for the purposes of promoting the event.

**BACKGROUND**

**Islamic Heritage Month Event**

Subsequent to the Committee of the Whole Meeting (2) on September 24, 2019, staff received preliminary details about a planned Islamic Heritage Month event. City staff continue to work with the community group as they advance their event planning and logistics.

### Use of Electronic Message Boards

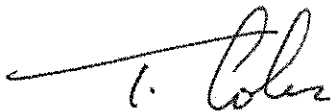
The Corporate and Strategic Communications Department uses the “Vaughan Electronic Signage Network Standards” to provide guidance and procedures relating to the City’s network of outdoor digital signs. The guidelines include criteria for selecting the messages that will be displayed on those signs. Messages for “Festivals and events that have been endorsed by City Council” are permitted.

Should Council endorse the proposed Islamic Heritage Month event, the event can be promoted through the outdoor digital signs and other communication streams.

### Policy Review

The Office of the City Clerk began reviewing the Proclamation Policy (AD-013) and Flag Raising/Half Masting Policy (AD-014) earlier in 2019, with the intention of bringing forward revised policies by Q2 2020. A number of gaps and opportunities to strengthen these policies have been identified. Staff will present for Council’s consideration new comprehensive policies that will modernize these policies. The review will address all aspects of these events, including the City’s role in these events, along with support provided to them.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "T. Coles", with a long horizontal stroke extending to the left.

Todd Coles  
City Clerk