

Committee of the Whole (2) Report

DATE: Tuesday, December 10, 2019

WARD(S): ALL

TITLE: RENAMING OF THE MULTI-PURPOSE ROOM AND COMMITTEE ROOMS AT VAUGHAN CITY HALL

FROM:

Tim Simmonds, Interim City Manager

ACTION: DECISION

Purpose

This Report highlights the opportunity to rename key areas in Vaughan City Hall with the purpose of building on culture and visual identity, branding transformation, and bringing about inclusiveness within our Vaughan landscape.

Report Highlights

- Aligned to the 2018-2022 Service Excellence Strategic Plan, an initiative was proposed to rename the Multi-Purpose Room (“MPR”) and Committee Rooms 242/243, 244, 245, 246, and 249 (“Committee Rooms”) at Vaughan City Hall.
- The renaming of the MPR and Committee Rooms tie in with the City of Vaughan and its core historical communities, i.e., Concord, Kleinburg, Maple, Thornhill, and Woodbridge.
- This initiative is a positive reflection of our City’s spirit of culture and branding. It will provide staff, citizens and businesses the recognition and connectivity to build on the fabric of Vaughan.

Recommendations

1. THAT the MPR and Committee Rooms at Vaughan City Hall be renamed, as follows:
 - a) Multi-Purpose Room (MPR) to *Vaughan Room*;

- b) Committee Rooms 242/243 to *Woodbridge Room*;
- c) Committee Room 244 to *Thornhill Room*;
- d) Committee Room 245 to *Maple Room*;
- e) Committee Room 246 to *Concord Room*; and
- f) Committee Room 249 to *Kleinburg Room*.

2. THAT the logistics involved in the renaming of the MPR and Committee Rooms be completed by the end of Q1 2020.

Background

The 2018-2022 Service Excellence Strategic Plan is an alignment of people, processes, and technology. It identifies the City's vision, mission and values, as well as Council's priorities for this term, and the strategic priorities that staff will focus on.

The City's mission is 'Citizens first through Service Excellence'. Aligning the name change of the MPR and Committee Rooms with this mission is fundamental in building on the spirit of culture enhancement and city branding for staff, citizens, and businesses in Vaughan. Nomenclature and symbolism in the naming of an individual component of a facility builds on the genuine inclusiveness for all those who work and live in our great City.

On May 23, 2006, Council adopted [Item 29, Report 29, Naming of the New City Hall in Honour of Former Mayor, Lorna D. Jackson](#), in recognition of her commitment to public service from 1982 to 2002. The new Vaughan City Hall was completed in March 2011, with the official opening held in September 2011. This building represents Vaughan's commitment to innovation, service excellence and environmental stewardship.

Vaughan City Hall is the central hub for Vaughan residents and a place for celebrations, recreational and cultural activities and civic participation.

Notwithstanding the City's Policy CIIR-001 – Corporate Partnerships Policy; and Policy TPF-006 – Naming City Parks, Open Spaces, Community Facilities and other Municipal Buildings and Properties; staff are bringing forth a recommendation to rename the MPR and Committee Rooms 242/243, 244, 245, 246, and 249 at Vaughan City Hall.

The renaming of the MPR and Committee Rooms will enhance the spirit of culture and city branding amongst staff, citizens and businesses while celebrating Vaughan's core historical communities.

Previous Reports/Authority

N/A

Analysis and Options

It is recommended that the Multi-Purpose Room and Committee Rooms be renamed, as follows:

Current Naming Convention

Multi-Purpose Room
Committee Rooms 242/243
Committee Room 244
Committee Room 245
Committee Room 246
Committee Room 249

Proposed Naming Convention

Vaughan Room
Woodbridge Room
Thornhill Room
Maple Room
Concord Room
Kleinburg Room

The criteria used in determining the proposed naming convention is based on Vaughan's population. The population totals are based on Statistics Canada 2016 census boundaries. Recognizing that there are several areas where a census boundary crosses more than one ward or neighbourhood, rough population estimates were used.

In addition to Vaughan's population, staff considered City policies, processes and reports; the Vaughan Ward Boundary Review dated August 12, 2016; Vaughan communities and neighbourhoods, both historical and new; the Vaughan flag; City archives referencing the history of Vaughan's five core historical communities: Concord, Kleinburg, Maple, Thornhill, and Woodbridge; as well as, Vaughan's archaeological history.

Financial Impact

The minimal financial impact for signage will be paid through the approved Facility Management department operating budget.

Broader Regional Impacts/Considerations

N/A

Conclusion

Renaming the MPR and Committee Rooms 242/243, 244, 245, 246, and 249 at Vaughan City Hall is a positive reflection of our City's culture and brand. Our City's name, email address, website, marketing materials and more, all say something about us. Focusing on the theme of our City's name and its five historical communities, our core values of Respect, Accountability, and Dedication align with providing staff, citizens

and businesses the recognition and connectivity to build on the fabric of Vaughan and enhance our visual identity brand.

In consultation with the Office of the City Clerk, Economic & Cultural Development, Corporate & Strategic Communications, Development Planning, and Facility Management departments, this Report is to obtain Council approval on recommendations for the renaming of the MPR and Committee Rooms on the second floor at Vaughan City Hall; and for key internal stakeholder departments to complete the necessary updates to corporate literature and all related materials, as well as the coordination of the required elements to wayfinding and signage, by the end of Q1 2020.

For more information, please contact:

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Attachments

N/A

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