



MINUTES
CANADA 150
NEIGHBOURHOOD ENGAGEMENT SUB-COMMITTEE
March 7, 2017, 4:30 p.m.
Canada Room

Committee Members

Mayor Frank Scarpitti
Deputy Mayor Jack Heath
Regional Councillor Joe Li
Regional Councillor Nirmala Armstrong
Councillor Valerie Burke
Councillor Alan Ho
Councillor Don Hamilton
Councillor Karen Rea
Councillor Colin Campbell
Councillor Amanda Collucci
Councillor Logan Kanapathi
Councillor Alex Chiu

Staff

Brenda Librecz, Commissioner of Community & Fire Services
Heather Atherton, Manager, Community & Recreation Services
Michael Blackburn, Communications Advisor
Tam, Sara, Manager of Business Planning & Innovation
David Zambrano, Library Programs Manager
Kitty Bavington, Council/Committee Coordinator

Regrets:

Regional Councillor Jim Jones

The Canada 150 - Neighbourhood Engagement Sub-committee convened at 4:35 pm with Deputy Mayor Jack Heath in the Chair.

1. Overview of Sub-committee Vision and Goals

Brenda Librecz gave a short introductory presentation and reviewed the agenda for the meeting.

The presentation outlined the purpose, vision, goals, and key guiding principles, as well as the structure and mandate of the three Council Committees for Markham's Canada 150 project.

2. Overview of Sub-Committee Mandate

Mandate: To create an interest and excitement in the community about Canada 150 and "Markham Celebrates Canada 150" activities and to encourage localized engagement and participation through the delivery of a neighbourhood grant.

Key Deliverables: 1) Implement a small, one-time, time-limited neighbourhood grant; and, 2) Develop and distribute Neighbourhood Kits.

Budget: \$50,000 for this Sub-committee.

The total budget for the entire Canada 150 project is \$150,000.

The Committee noted that groups are already expressing an interest in obtaining event handouts, such as lapel pins and flags.

3. Work Plan and Timeline

The target timeline proposed for the Grant Program was reviewed.

- April 3: Program and application go live. The application form and process will be simple and straightforward to encourage applicants.
- May 5: Deadline for applications. This may be extended if there is a shortage of applications in some wards. Staff would then work with the Ward Councillor to promote more applications.
- Three weeks following the deadline: Staff will review the applications and provide recommendations in consultation with ward councillors. This Committee will approve the grants.
- January 2018: Reports are due from the recipients. Simple process that focused on storytelling and photos will be required or recommended.
- February 2018: Grant program to be wrapped up.

It was confirmed that all projects must be completed within 2017. Staff will firm up the target timeline in March and update the Sub-Committee accordingly.

4. Proposed Grant Guidelines

To meet the neighbourhood focus of this Committee's mandate, this grant is designed to be a low amount and is targeted at residents and volunteer community-based groups. It complements other City of Markham programs, such as the Celebrate Markham Grants, whereby larger sized grants are provided to charitable and non-profit organizations with more stringent submission and reporting requirements. The Committee supported the neighbourhood focus of the proposed grant.

To reach out to as many residents possible, this is a seed grant that will provide a small amount of seed monies (up to a maximum of \$500) with requirements, such as two co-applicants of different addresses per application and after-event reporting. It was suggested that the recipients be required to invite all Council members and senior staff to all events and activities funded by this grant. The grant amount provides "seed" funding and is not meant to fully cover the cost of the event or activity.

The Committee supported the suggestion that \$40,000 be allocated for grants and \$10,000 for neighbourhood kits. It was debated if the amount should be firm at \$500 each, or less, in consideration of the administrative difficulties versus the ability to spread the money to more groups. It was agreed that the amount can be \$500 or less.

The content of the Neighborhood Kits was briefly discussed. Based on the suggestions from the Committee, staff will provide a recommendation at the next meeting.

Proposed Grant Guidelines and criteria were reviewed:

- user-friendly application
- lots of useful information is included in the application form, more will be added
- recipients of Celebrate Markham grants and not-for-profit groups would not be eligible
- registered charitable organizations are not eligible as the City is looking for public community events, not internal events
- capital projects and maintenance of public assets (i.e. painting swing sets) are not eligible
- grants are geared towards smaller neighbourhood events and groups, sporting events, pot-luck dinners, etc., including Historical Society events
- highlight the "Special to Markham" aspect
- reference to a maximum of 100 attendees will be removed, to allow larger attendance
- the grants will not fund fireworks or alcohol
- projects must follow municipal by-laws with respect to fireworks, street closures, and use of parks, and the City will determine how best to assist
- applicant will coordinate with the City to ensure park/street events do not conflict with other permitted events
- staff will review the street party aspect and modify the guidelines to require consultation with the City
- there may be current annual events that have been held before that are eligible, although the idea is to create new opportunities for a special celebration and engage people otherwise not engaged
- it was noted that the neighbourhood kits could cover neighbourhood BBQs and similar events, in place of applying to the grant program
- if there are two or more grants for the same location at the same time, the applications will have to be reviewed, as it is preferable to spread it out

The requirement for liability insurance was discussed. Staff were directed to work with senior management to provide a practical solution, such as investigating the possibility of using the City's carrier to keep the cost low.

A comprehensive promotion is being planned that will make use of online and other communications channels, e.g. a message will be provided to Councillors for distribution to constituents.

Moved by: Councillor Colin Campbell

Seconded by: Mayor Frank Scarpitti

That Deputy Mayor Jack Heath be appointed as Chair of the Canada 150 - Neighbourhood Engagement Sub-committee.

CARRIED

Moved by: Councillor Don Hamilton

Seconded by: Regional Councillor Nirmala Armstrong

- 1) That the Timeline be endorsed as presented;
- 2) That the terms of reference be amended as directed; and,
- 3) That the \$40,000 grant funds be distributed evenly by ward, at \$5,000 per ward, up to a maximum of \$500 per individual grant; and further,
- 4) That the name be amended to **Markham's Canada 150 Neighbourhood Grant.**

CARRIED

The amended documents will be sent out to the Committee for review, prior to proceeding.

5. Next Meeting

The next meeting will be held on or about April 3, 2017.

Adjournment

The Sub-Committee adjourned at 6:18 pm.