



Report to: General Committee

Date Report Authored: February 19, 2014

SUBJECT: Mayor's Youth Task Force Name Change
PREPARED BY: Marsha Mariani, Program & Outreach Coordinator
Recreation Services

RECOMMENDATION:

- 1) That the Mayor's Youth Task Force Name Change Report be received; and
- 2) That Council approve the name change of the Mayor's Youth Task Force (MYTF) to the Markham Mayor's Youth Council (MMYC);
- 3) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of the report is to seek Council approval of the name change from the Mayor's Youth Task Force (MYTF) to the Markham Mayor's Youth Council (MMYC.)

BACKGROUND:

The Mayor's Youth Task force (MYTF) was created in 1994 by former Mayor Don Cousens to address issues that are pertinent to youth in the community. The group's mandate is:

1. To act in an advisory capacity, provide advice on issues of concern to youth
2. To act in an advocacy role, provide new ideas and views to council and staff.
3. To raise awareness in the community through planned events (e.g. Youth Week, Youth Forums, Youth Job Fair, etc)
4. To encourage youth participation within the community.

The MYTF is a group of elementary and high school students from the City of Markham who meet twice a month to plan events and discuss issues facing youth. The purpose of the MYTF is to provide local youth a voice by which they may give input and develop initiative to enhance youth opportunities within the City of Markham.

DISCUSSION:

Through discussion with staff and the Mayor's Youth Task Force Committee it was identified that the name the "Mayor's Youth Task Force" does not adequately represent the ongoing work of the group. The use of the word "Task Force" indicates that the mandate of the group is very specific to resolution of an issue(s).

The youth committee works on long term projects and youth initiatives on a yearly basis, and the new name more accurately reflects this. The committee mandate will remain the same. There will be a communication plan put in place to inform residents, youth and schools of the name change in early fall.

The renaming process was brought forward to the Mayor's Youth Task Force Committee in Fall 2013. Discussions were held over a period of 4 months, facilitated by staff, which included research on possible committee names that would positively represent the work of the youth committee. The Chairs of the committee met with the Mayor in January 2014 to make a final decision on the renaming of the committee.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

No Financial implications are to be considered in this report.

HUMAN RESOURCES CONSIDERATIONS

No Human Resources implications are to be considered in this report.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Not applicable.

BUSINESS UNITS CONSULTED AND AFFECTED:

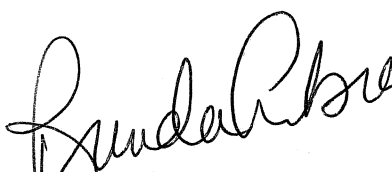
No applicable.

RECOMMENDED

BY:



Mary Creighton
Director of Recreation Services



Brenda Librecz
Commissioner of Community
and Fire Services