



**Canada 150
Ad Hoc Committee
Meeting Agenda**

**Tuesday May 30, 2017
6:30 p.m.**

**Holland Room
Aurora Town Hall**

Public Release
May 24, 2017



Town of Aurora
Canada 150 Ad Hoc Committee
Meeting Agenda

Date: Tuesday, May 30, 2017

Time and Location: 6:30 p.m., Holland Room, Aurora Town Hall

1. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

2. Declarations of Pecuniary Interest and General Nature Thereof

3. Receipt of the Minutes

Canada 150 Ad Hoc Committee Meeting Minutes of May 3, 2017

Recommended:

That the Canada 150 Ad Hoc Committee meeting minutes of May 3, 2017, be received for information.

4. Delegations

5. Matters for Consideration

- 1. Extract from Council Meeting of May 23, 2017
Re: General Committee Report No. FS17-024 – Canada 150 Funding
Reallocation**

Recommended:

1. That the Extract from Council Meeting of May 23, 2017 Re: General Committee Report No. FS17-024 – Canada 150 Funding Reallocation, be received for information.

- 2. Canada 150 Marketing – Update and Discussion**

Recommended:

1. That the Canada 150 Marketing – Update and Discussion be received and the comments of the Committee be referred to staff for consideration.

- 3. Pow Wow – Update and Discussion**

Recommended:

1. That the Pow Wow – Update and Discussion be received and the comments of the Committee be referred to staff for consideration.

- 4. Great Canadian Songbook on Vinyl, Canada 150 Mosaic, New Beginnings –
Update and Discussion**

Recommended:

1. That the Great Canadian Songbook on Vinyl, Canada 150 Mosaic, New Beginnings – Update and Discussion be received and the comments of the Committee be referred to staff for consideration.

5. Other Canada 150 Initiatives – Update and Discussion

Recommended:

1. That the Other Canada 150 Initiatives – Update and Discussion be received and the comments of the Committee be referred to staff for consideration.

6. Informational Items

7. New Business

8. Adjournment



**Town of Aurora
Canada 150 Ad Hoc Committee
Meeting Minutes**

Date: Wednesday, May 3, 2017

Time and Location: 6:30 p.m., Holland Room, Aurora Town Hall

Committee Members: Mayor Geoffrey Dawe (Chair), Ian Bryan, Art Hagopian, Kelly Mathews, and Ken Turriff

Member(s) Absent: Damian D'Aguiar

Other Attendees: Councillor Tom Mrakas, Laura Sheardown, Cash Flow & Investment Co-ordinator/Financial Analyst, Shelley Ware, Supervisor, Special Events, Sarah Murray, Council/Committee Secretary, and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 6:37 p.m.

1. Approval of the Agenda

Moved by Ken Turriff

Seconded by Art Hagopian

That the agenda as circulated by Legislative Services, with the following additions, be approved:

- Delegation (a) Jamie and Helen MacDonald, representing Music Aurora
Re: Music Aurora Follow-up
- Delegation (b) Corrie Clark, Resident
Re: Art Project
- Delegation (c) David Heard, Resident
Re: Canadian Dance Party on Vinyl

**On a two-thirds vote the motion
Carried**

Canada 150 Ad Hoc Committee Meeting Minutes
Wednesday, May 3, 2017

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2. Declarations of Pecuniary Interest and General Nature Thereof

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

3. Receipt of the Minutes

Canada 150 Ad Hoc Committee Meeting Minutes of April 3, 2017

Moved by Kelly Mathews

Seconded by Ian Bryan

That the Canada 150 Ad Hoc Committee meeting minutes of April 3, 2017, be received for information.

Carried

4. Delegations

a) Jamie and Helen MacDonald, Residents

Re: Music Aurora Follow-up

Mr. MacDonald thanked the Committee members and Town staff for the cooperation and support provided to-date for the upcoming Aurora Summer Music Festival and distributed Canada 150-themed promotional pins to members of the Committee.

Mr. MacDonald reported that both the Aurora Chamber of Commerce and Sport Aurora have committed to supporting this event, further ensuring its success on Saturday, August 5, 2017.

Mayor Dawe advised that media outlets including the Auran, the Era Banner and SNAP as well as Town of Aurora social media outlets will be used to further promote this event.

Moved by Ian Bryan

Seconded by Art Hagopian

That the comments of the delegation be received for information.

Carried

**b) Corrie Clark, Resident
Re: Art Project**

Ms. Clark presented ideas to the Committee for commemorating Canada 150 celebration with a number of concepts including large, wooden hockey stick structures, ironworks or other mediums in the shape of a maple leaf.

Ms. Clark advised she took the initiative and identified a number of dead space areas in the Town of Aurora where these symbolic items could be placed.

Additionally, Ms. Clark noted she had attended a play where she remarked on a play's backdrop of the parliament buildings. She mentioned the backdrop is no longer in use and suggested it could be repurposed as a photo backdrop for residents to capture family photos at a minimal cost as well as to keep on display for residents to view in a public setting.

**Moved by Ken Turriff
Seconded by Ian Bryan**

1. That the comments of the delegation be referred to staff for consideration.

Carried

**c) David Heard, Resident
Re: Great Canadian Dance Party on Vinyl**

Mr. Heard stated that he is not seeking financial assistance from the Town for this event noting that he is relying on external funding sources only. The Committee made it clear that funding is available if it is required. Mr. Heard indicated that he has committed is moving forward with the event if funding is secured by May 19, 2017

**Moved by Ken Turriff
Seconded by Ian Bryan**

1. That the comments of the delegation be received for information.

Carried.

5. Matters for Consideration

1. Memorandum from Supervisor, Special Events

Re: Canada's 150th Celebratory Tattoo Update

Staff stated that the brass band could not be secured in a way that accommodates continued use of the ice rink, and it is for these reasons that this event has been cancelled.

**Moved by Kelly Mathews
Seconded by Art Hagopian**

1. That the memorandum regarding Canada 150's Celebratory Tattoo Update be received for information.

Carried

**2. Memorandum from Financial Analyst
Re: Financial Update**

Staff provided an update regarding the Canada 150 Grants applied for by the Town, noting that since the Celebratory Tattoo event has been cancelled the funding allotted to this event can be redirected or if not required it will return to the Town's reserve fund for future use elsewhere. The Committee discussed the reallocation of funds.

**Moved by Kelly Mathews
Seconded by Ken Turriff**

1. That the memorandum regarding Financial Update be received for information; and

That the Canada 150 Ad Hoc Committee recommend to Council

- (a) That the Mosaic Project, earmarked with \$18,000 be endorsed by the Committee; and
- (b) That the Colours of Fall, a Thanksgiving celebration to be held in Town Park, allocated with \$7,000, be endorsed by the Committee;
- (c) That the Additional Canada 150 Marketing and Support in the form of hats, flags, pins, and other promotional materials available, allocated with \$5,000 be endorsed by the Committee; and

- (d) That the art projects proposed by Ms. Clark be endorsed and \$5000 be allocated to staff to work with Ms. Clark in the implementation of the proposed art projects.

Carried

3. Canada 150 Events – Update and Discussion

Staff provided an update regarding Canada 150 events, distributed the Indigenous Festival flyer scheduled for Saturday, June 3, 2017, noting that school boards are excited for this event. A soft launch will commence during the annual National Youth Week, May 1-7, 2017.

The Committee expressed support for enhancing Aurora's signature events, and having volunteers at each of them.

Moved by Ken Turriff

Seconded by Kelly Mathews

1. That the Canada 150 Event – Update and Discussion be received.

Carried

6. Informational Items

None.

7. New Business

None.

8. Adjournment

Moved by Ian Bryan

Seconded by Art Hagopian

1. That the meeting be adjourned at 7:55 p.m.

Carried

Committee recommendations are not binding on the Town unless otherwise adopted by Council at a later meeting.



**Extract from
Council Meeting of
Tuesday, May 23, 2017**

6. Consideration of Items Requiring Discussion (Regular Agenda)

R7. FS17-024 – Canada 150 Funding Reallocation

Moved by: Councillor Thom

Seconded by: Councillor Kim

1. That the reallocation of \$35,000 of Canada 150 Celebration funding within Capital Project No. 74012, and the return of \$5,000 to the Tax Rate Stabilization Reserve, be approved.

Carried

Attachments

Attachment No. 1 – Report No FS17-024 – Canada 150 Funding Reallocation



**Town of Aurora
General Committee Report**

Attachment No. 1

No. FS17-024

Subject: Canada 150 Funding Reallocation

Prepared by: Laura Sheardown, Financial Analyst – Cash Flow & Investments

Department: Financial Services

Date: May 16, 2017

Recommendation

- 1. That Report No. FS17-024 be received; and**
- 2. That the reallocation of \$35,000 of Canada 150 Celebration funding within capital project #74012, and the return of \$5,000 to the Tax Rate Stabilization Reserve, be approved.**

Executive Summary

Under the direction and guidance of the Canada 150 Ad Hoc Committee, staff have secured both grant funding of \$28,500 and funding from Council of \$62,000 for a total of \$90,500 to support the approved events and event enhancements.

As part of a previous report to Council, staff identified a key risk associated with the Military Tattoo as the timing for the event was extremely tight and there was no guarantee that it would be possible to produce this Signature Canada 150 event.

As discussed with the Canada 150 Ad Hoc Committee on May 3, 2017, the Military Tattoo has been cancelled and the associated \$40,000 funding was presented for reconsideration by the committee. The Committee has provided staff with recommendations for reallocation of the funding previously approved for the tattoo.

Background

An Ad Hoc committee was formed to develop a plan for Aurora to celebrate Canada's 150th birthday in 2017. Under the direction and guidance of the committee, staff applied for several grants to provide funding for Town events to celebrate Canada's sesquicentennial. As staff were aware that the results of all grants would not be known prior to the completion of the 2017 Budget, a place holder funding request was included for the Canada 150 Ad Hoc Committee's priority items that they wanted to proceed with even if grant funding was not approved.

May 16, 2017

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Report No. FS17-024

The results for all grants have now been received and the Town was successful in securing only federal funding for an Indigenous Pow Wow.

In a previous report to Council, funding was confirmed to be used for a military tattoo, Family First Night enhancement and marketing and internal support in the amount of \$62,000.

Analysis

As the tattoo cannot proceed, it is proposed by the Canada 150 Ad Hoc Committee to reallocate the previously approved \$40,000 tattoo budget to the following options:

Canada 150 Mural Mosaic Project - \$18,000

The Canada 150 Ad Hoc Committee would like to proceed with the creation of an 8' x 12' mural designed by Canadian artist Lewis Lavoile. Our mural would be a part of the nation-wide Canada 150 Mosaic project, which consists of 150 murals across Canada. The Aurora portion of the mural will consist of 600 tiles and the Canada 150 Mosaic team will facilitate and oversee the painting events where all skill levels and ages are welcome to take part. At the end of this project, the Town will have a legacy art piece to commemorate Canada's 150 that can be displayed in a location of their choosing.

Colours of Fall Concert Enhancement- \$7,000

Celebrated the Thursday before Thanksgiving, this event includes one last outdoor concert, in Town Park, as well as pumpkin carving. Enhancement of this event would include pioneer related interactive activities for kids with the Black Creek Pioneer Village support as well as a traditional corn roast reflective of the community gatherings of previous years.

Bringing Home the Celebration - \$5,000

Aurora has been blessed with many talented and creative residents that wish to get involved in our Canada 150 celebrations. Several suggestions have been presented to the Canada 150 Ad Hoc Committee that can enhance existing celebrations such as the creation of a 'selfie spot' in front of a hand painted theatre set of the parliament buildings to the creation of several maple leafs from materials found within our own community. Staff continue to work with community members to develop these ideas.

Canada 150 Promotional Materials - \$5,000

In order to meet the growing demand for Canada 150 promotional items, such as pins, flags and tattoos, staff are requesting funding to purchase larger quantities of these items than originally forecasted. These items can be purchased in larger quantities for much lower prices, which would allow the Town the opportunity to distribute them at more events throughout the year.

Advisory Committee Review

The Canada 150 Ad Hoc Committee continues to work with staff to develop the refined recommended list of events and enhancements now being requested from Council.

Financial Implications

The previous funding approved by Council is \$62,000, and the revised budget request of \$57,000, both funded from the Tax Rate Stabilization Reserve, are broken down as follows:

Capital Project #74012 – Canada 150 Celebrations		
Event/Item	Previously Approved Budget Request	Revised Budget Proposed
Military Tattoo	\$ 40,000	\$ 0
Pow Wow	20,000	20,000
Family First Night Fireworks Display	12,000	12,000
Youth Innovation Fair	8,500	8,500
Canada 150 Marketing	10,000	10,000
Canada 150 Mural Mosaic Project		18,000
Colours of Fall Concert Enhancement		7,000
Bringing Home the Celebration		5,000
Canada 150 Promotional Materials		5,000
Total Expenditures	\$ 90,500	\$ 85,500
Revenue Sources		
Canada 150 Fund (Pow Wow)	(\$ 20,000)	(\$ 20,000)
State Farm (Youth Innovation Fair)	(7,500)	(7,500)
Rotary (Youth Innovation Fair)	(1,000)	(1,000)
Total Revenues	(\$ 28,500)	(\$ 28,500)
Net Budget Funding Request	\$ 62,000	\$ 57,000

The revised funding request is \$ 5,000 lower than the previously approved budget.

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Report No. FS17-024

Communications Considerations

The Canada 150 Ad Hoc Committee and associated staff will continue to work with Communications to develop appropriate marketing plans for all of the planned Canada 150 celebrations, events and legacy items.

Link to Strategic Plan

The Canada 150 events support the Strategic Plan goal of **supporting an exceptional quality of life for all** through the following key objective within this goal statement:

Celebrating and promoting our culture: expand opportunities and partnerships that contribute to the celebration of culture in the community.

Alternative(s) to the Recommendation

1. Amend the recommended events and enhancements.

Conclusions

Staff recommend the approval of the Canada 150 Ad Hoc Committee's funding reallocation for events and associated costs to allow the residents of Aurora the opportunity to take part in celebrations of Canada's 150 anniversary within their community.

Attachments

Attachment 1 – Town of Aurora 2017 Events, including Canada 150 Enhancements.

Previous Reports

FS17-004 Canada 150 Celebrations grant and Budget Confirmation
Capital Budget Project #74012 – Canada 150 Celebrations

Pre-submission Review

CAO and Treasurer review on May 4, 2017

May 16, 2017

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Report No. FS17-024

Departmental Approval

Approved for Agenda



**Dan Elliott, CPA, CA
Director of Financial Services
- Treasurer**



**Doug Nadorozny
Chief Administrative Officer**

Town of Aurora 2017 Events

***These event dates and times are subject to change.

Arctic Adventure

Bundle up and spend family day at the Aurora Town Park. Take in some great outdoor activities such as mini snow tubing, snow shoeing, skating, live entertainment, professional ice carving and snow much more. For more details, please visit www.aurora.ca/arcticadventure

Monday, February 20

10 a.m. to 4 p.m.

Aurora Town Park

Canada 150 Enhancements – Battle of the Chainsaws, ice carving competition will be focused on Canadian symbols for the sculptures to be carved and then placed on display.

Easter Egg Hunt

Want to hunt for your Easter Eggs before you get to eat them? Hop on down and enjoy Aurora's Easter Egg Hunt. Not only is the hunt eggciting but so are the variety of games and activities that are available such as; make and take crafts, hopscotch, parachute play and some live bunnies and chicks will be on display for educational purposes. For admission details please visit: www.aurora.ca/eastereggghunt

Saturday, April 15

9:30 a.m. to 1 p.m.

Aurora Seniors Centre

Aurora Art Show and Sale

Colour isn't just an adjective...it can be an experience. For all art enthusiasts this is a must see event featuring over 300 pieces of artwork. Artists will be displaying their original two and three-dimensional artwork created in any medium. For more details, please visit:

www.aurora.ca/artshow

Friday, May 5 – Gala Reception

Saturday, May 6 and Sunday, May 7

10 a.m. to 5 p.m.

Aurora Town Hall

Community Recognition Awards

The Community Recognition Awards is an evening acknowledging the outstanding group of citizen that dedicate their time to make a difference in our community.

Monday, May 29, 2017

Aurora Town Hall – 7 p.m.

The New Beginnings Pow Wow in Aurora – 150 Signature Event

With the nation celebrating Canada's 150, more and more communities will be experiencing and learning about the Indigenous communities. The Town of Aurora is thrilled to have been supported and funded by Canadian Heritage in the first ever Pow-Wow held on Aurora soil in more than 150 years. This Pow Wow will feature traditional dancing, drumming, food and some Multicultural Performers. For more details, please visit: www.aurora.ca/powwow

Saturday, June 3, 2017

Lambert Willson Park

12 p.m. to 9 p.m.

Canada 150 Enhancements – this event will be the first ever Pow Wow in Aurora, celebrating Canadians original roots in history

Canada Day Festivities

Enjoy family oriented activities, live entertainment, parade, fireworks and more! For details please visit: www.aurora.ca/canadaday

Friday, June 30 – Party in the Park

This event will have a specific Canada 150 Town Park enhancement

Aurora Town Park Park

4 p.m. to 11 p.m.

Saturday, July 1 – Canada Day Parade and Festivities,

10 a.m. Yonge St. (Parade) and Lambert Willson Park (festivities)

10 a.m. to 10 p.m.

Canada 150 Enhancements – Continual focus on the Canada Day passport, whereby an interactive activity is developed to reflect an interesting and specific aspect of each province and territory. In addition the live music will feature Canadian artists or a tribute to Canadian artists. The firework show will be extended. The annual Canada Flag insert with the Canada Day schedules are the reverse will be inserted into every copy of the Auroran in the middle of June. This year's insert will feature the Canada 150 logo and not the national flag.

The Great Canadian Songbook – 150 Signature Event

The Great Canadian Songbook will include songs from the 50s, 60s, 70s, 80s and 90s all played in Vinyl format. This first time every Vinyl Dace Party will be featured in the Aurora Community Center which could be referenced as the "Arena of Dreams", where several great Canadian Bands started their careers in. Such bands as Gowan, Max Webster, Luba, Stampeders, Fludd to name a few.

Saturday, July 22

Aurora Community Center

7 p.m. to 11 p.m.

Concerts in the Park

Enjoy the summer outdoor concert tradition. All you need to bring with you is your family, friends, chairs and enjoy! Food vendors will be set-up on site. For more details, please visit: www.aurora.ca/summerconcerts

Wednesdays, July 5, 12, 19, 26 and August 2, 9, 16, 23 & 30

7 p.m. to 9 p.m.

Aurora Town Park

Canada 150 Enhancements – For the 20th Anniversary of the Concerts in the Park, this season will a Canadiana themed series only showcasing Canadian artists, either original or tribute format. Canadian trivia will be fused throughout the emcee scripts.

Movies in the Park

Enjoy seeing movies under the stars and on Canada's largest outdoor screen. Bring a blanket to snuggle with and a lawn chair to relax in while enjoying this fantastic experience. Movies start after sunset. For more details, please visit: www.aurora.ca/moviesinthepark

Saturday, April 29 – Stronach Aurora Recreation Complex

Thursday, August 17 – Ada Johnson Park

Thursday, August 24 – Town Park

Thursday, August 31 – Hickson Park

Canada 150 Enhancements – Efforts will be made to feature some Canadian themed historical vignettes at the end of the movie being featured for each night.

Aurora's Ribfest

Enjoy a full weekend of fantastic food including ribs from professional barbecue teams and many other culinary delights! There will be a full beer garden and live entertainment all weekend long. For hours of operation, admission details and entertainment line-up, please visit: www.aurora.ca/ribfest

August 25-27

Machell Park

Canada 150 Enhancements – The Children's Zone operating on the Saturday and Sunday afternoon will focus on Canadian themed arts and crafts. The headliner bands will be original Classic Rock bands and the shouldering entertainment will be supportive of Canadian artistry.

Aurora's Multicultural Festival

Join us as we celebrate diversity and come together as a community at this festival. Entertainment will include dancing, music, family activities such as bouncy castle, face painting and parachute play. For further details please visit www.aurora.ca/multiculturalfestival

Saturday, September 9

11 a.m. to 4 p.m.

Ada Johnson Park

Canada 150 Enhancements – A variety of cultures will be showcased reflective of the diversity within Canada. Canada 150 promotional materials will handed out. Items such as hand stick flags, tattoos etc.

Colours of Fall Concert

Enjoy an evening of pumpkin carving, live entertainment and a community corn roast! For details please visit: www.aurora.ca/fallconcert

Thursday, October 5

6 p.m. to 8 p.m.

Aurora Town Park

Canada 150 Enhancements – Efforts will be made to have interactive activities for kids reflecting pioneer chores from days gone by as well as a traditional corn roast reflective of the community gatherings that were the focal point for Thanksgiving.

Aurora's Haunted Forest

Join us for some scary surprises throughout the many haunted trails leading up to a bonfire and more! This event is great for families and those not faint of heart. To find out when wristbands are available and more event details, please visit: www.aurora.ca/hauntedforest

Saturday, October 28

6 p.m. to 9 p.m.

Sheppards Bush and Aurora Family Leisure Complex

Canada 150 Enhancements – The Halloween holiday is the second most popular holiday celebrated outside of Christmas. This festive event will promote his popularity within the Canadian Culture, with some Canada 150 themed carved pumpkins within a specific “Canadian section” of the trail.

Aurora's Skylight Gallery – 150 Signature Event

During the month of November the Skylight Gallery space will be focused on Remembrance Day and Canada's Military involvement. The local Legion will be displaying more than 100 pieces of youth artwork reflecting on Remembrance Day and the countless sacrifices made by Canadians.

Aurora's Youth Innovation Fair - 150 Signature Event

In celebration of Canada's 150 there will be for the first time an Aurora's Youth Innovation Fair focusing on innovative inventions by youth 17 years of age and younger. The Fair will be a competition for monetary prizes. For further details, please call the Special Events Division at 905-726-4762.

Registration Deadline – November 1, 2017

Event Date – Wednesday, November 15, 2017

6 p.m. to 9 p.m.

Aurora Family Leisure Complex

Santa Under the Stars Parade

Don't miss this year's parade! Aurora is the first municipality to bring night time parades to life! Dress up in your winter attire with a cup of hot chocolate and join us for this year's evening parade as Santa comes to town. For route details and road closure details please visit:

www.aurora.ca/santaparade

Saturday, November 25

6 p.m. to 8 p.m.

Yonge Street

Canada 150 Enhancements – Efforts will be made to reflect parts of Canada's history and culture within the floats and displays, specifically with the Mayor and Members of Council's float.

Tree Lighting Ceremony

Join the family fun and festivities, greet Santa, list to Mrs. Claus do a special reading and sing carols. You don't want to miss out trimming the Town's tree, live reindeer and more. For festive details please visit:

www.aurora.ca/christmastreelighting

Wednesday, December 6

6:30 p.m. to 8:30 p.m.

Aurora Town Hall Front Courtyard and Aurora Seniors Centre

Family First Night

Ring in the New Year early with your family and friends. Enjoy magic shows, reptile shows, swimming, skating, games, children's activities and more. For more details, please visit:

www.aurora.ca/firstnight

Sunday, December 31

6 p.m. to 9 p.m.

Aurora Family Leisure Complex

Canada 150 Enhancements – For the first time, fireworks will be on display to celebrate the finality of this celebratory year.