



**COMMUNITY
RECOGNITION REVIEW
AD HOC COMMITTEE
MEETING AGENDA**

TUESDAY, OCTOBER 27, 2015

3 P.M.

**TANNERY ROOM
AURORA TOWN HALL**



**TOWN OF AURORA
COMMUNITY RECOGNITION REVIEW
AD HOC COMMITTEE
MEETING AGENDA**

DATE: Tuesday, October 27, 2015

TIME AND LOCATION: 3 p.m., Tannery Room, Aurora Town Hall

1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

2. APPROVAL OF THE AGENDA

RECOMMENDED:

THAT the agenda as circulated by Legal and Legislative Services be approved.

3. RECEIPT OF THE MINUTES

4. DELEGATIONS

5. MATTERS FOR CONSIDERATION

- 1. Memorandum from Acting Manager of Corporate Communications** pg. 1
Re: 2016 Proposed Community Recognition Awards Plan

RECOMMENDED:

THAT the memorandum regarding 2016 Proposed Community Recognition Awards Plan be received; and

THAT the Community Recognition Review Ad Hoc Committee provide direction.

6. INFORMATIONAL ITEMS

7. NEW BUSINESS

8. ADJOURNMENT



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Phone: 905-727-3123 ext. 4742
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Town of Aurora
Office of the CAO
Corporate Communications

MEMORANDUM

DATE: October 27, 2015
TO: Community Recognition Review Ad Hoc Committee
FROM: Anthony Ierullo, Acting Manager of Corporate Communications
RE: 2016 Proposed Community Recognition Awards Plan

RECOMMENDATIONS

THAT the memorandum regarding 2016 Proposed Community Recognition Awards Plan be received; and

THAT the Community Recognition Review Ad Hoc Committee provide direction.

PURPOSE OF THE REPORT

To provide a draft 2016 Community Recognition Award structure for consideration. The structure represents the comments and previous direction from the Committee and Council.

BACKGROUND

The Town of Aurora hosts an annual Community Recognition Awards ceremony in May to recognize individual and group achievements. The nomination process begins each January with nominations received from community individuals, community and sports groups, and local businesses. All nominations are taken to the Parks and Recreation Advisory Committee in March where the recipients of each award are chosen. The official ceremony takes place in May.

The recruitment of nominations, ordering of awards and coordination of the ceremony is coordinated by the Web Services and Corporate Events Coordinator in the Communications Branch.

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Community Recognition Awards Plan

2016 PROPOSED EVENT FORMAT

New Nomination Categories for 2016

The proposed new categories for the 2016 format have been aligned with The Town of Aurora's Strategic Plan and are as follows:

- 1. Volunteer Service Awards**
Nominations for Volunteer Service Awards for 5, 10, 15, and 20 years of continuous service will be accepted and honored. However, it is proposed that the Mayor or a Member of Council present these awards in partnership with the nominating service organization at its Annual General Meeting. Nominees with 20 or more years of continuous service will be honored as part of the event.
- 2. Youth Volunteer Achievement Award**
- 3. Environmental Award**
- 4. Achievement in Sports Award (formerly Bob Harman Memorial Award)**
This award will be presented in honour of Bob Harman and will be noted in the nomination form and at the ceremony.
- 5. Arts and Culture Award (formerly Johnson's Cultural Achievement Award)**
This award will be presented in honour of the Johnson's and will be noted in the nomination form and at the ceremony.
- 6. Community Organizer/Organization of the Year**
- 7. Good Neighbour award**
- 8. Not-for-profit Organization Award**
- 9. Corporate Social Responsibility Award**
- 10. Accessibility Award**
- 11. Citizen of the Year Award**

An example of the proposed 2016 nomination form has been attached for the Committee's consideration (Attachment 1).

Proposed Ceremony Format and Location

It is proposed that the award ceremony be relocated back to Aurora Town Hall with formal presentations in the Council Chambers and the reception on the second floor of Town Hall. This location offers a more formal feel for the overall event.

The winners will be recognized through a series of videos, highlighting the contributions they have made to the Town of Aurora through volunteerism.

Mayor and Members of Council will have the opportunity to present an award to one of the categories following the video clip of the winner.

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Community Recognition Awards Plan

Proposed Sponsorship Categories

There is an opportunity to have parts of the event sponsored by local businesses and organizations that support volunteering in The Town of Aurora.

Video Sponsorship – Donation in kind or of monetary value to cover the production of creating video clips of the award category and winners.

Print Sponsorship – Donation in kind or of monetary value to cover the costs associated with printing of invitations, programs and print advertising.

Food/Reception Sponsorship – Donation in kind or of monetary value to cover or assist with the costs associated with the reception such as food, drinks or catering.

Entertainment Sponsorship – Donation in kind or of monetary value to cover or assist with the costs associated with the entertainment such as musical entertainment.

Sponsorship packages and values should be considered and approved by Council prior to the event.

Proposed volunteer group to select winners

In the past, the winners have been chosen annually through the Parks and Recreation Advisory Committee.

At the October 13, 2015, meeting, the Committee suggested that a small group of dedicated community volunteers, similar to the group which chooses the Citizen of the Year award, come together to choose the award recipients. Possible volunteers may include previous Citizen of the Year recipients, the same group that chooses the Citizen of the Year, or a mix of the two.

Proposed Event Branding

It is proposed that the new 2016 format be re-branded. The proposed format, categories and location changes will warrant a re-branding of the event with a fresh look that supports the Strategic Plan and inspires volunteerism. An example of the 2015 event branding has been attached (Attachment 2) for the Committee's information.

It is recommended that the Committee engage key stakeholders to communicate the proposed changes and seek feedback.

ATTACHMENTS

Attachment #1 - 2016 Draft Award Categories and Criteria Nomination Form

Attachment #2 - 2015 Branding of event



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Phone: 905-727-3123

TOWN OF AURORA

**2016 COMMUNITY RECOGNITION
AWARDS – CATEGORIES & CRITERIA**

The Town of Aurora recognizes and honours volunteers who help create a community where individuals, groups and businesses actively support the Town's development and enhance the overall community.

Do you know an individual, corporation or business who deserves to be recognized for their outstanding contributions to our community? If so, please complete the nomination form below along with a related summary to support your nomination and submit your signed form no later than **Friday, March 4, 2016 at 2 p.m.**

Winners will be recognized at an event on **Monday, May 30, 2016**

VOLUNTEER SERVICE AWARD

Awarded to individuals with 20 or more (25, 30, 35, 40) years of continuous service to the Aurora Community

Criteria:

- Nomination form must be accompanied by a letter of reference verifying the years of continuous service.

** If your organization would like to recognize service awards for 5, 10 or 15 years of continued service, please submit a nomination form with the years of service and Mayor and Members of Council would be happy to present these awards to the volunteers at your Annual General Meeting.

YOUTH VOLUNTEER ACHIEVEMENT AWARD

This award is presented to a young citizen for volunteer efforts (excluding school requirements) who has made a significant contribution to the community.

Criteria:

- Nominee must be 19 years of age or younger and have volunteered on behalf of or within The Town of Aurora for at least two years.
- Nomination form must be accompanied by a letter detailing the nominee's contribution.

ENVIRONMENTAL AWARD

Awarded to an individual or organization that has made a significant contribution to the protection, preservation and conservation of our environment and green space in Aurora.

Criteria:

- Nomination form must be accompanied by a letter detailing the individual or organizations contribution.

ACHIEVEMENT IN SPORTS AWARD

In honour of Bob Harman, this award will be presented to an individual who has made a distinct contribution to sports in Aurora.

Criteria:

- Nominee must have made a distinct contribution to the field of recreation in The Town of Aurora.
- Nominee should have made a significant volunteer contribution to The Town of Aurora.
- Nominee should have demonstrated leadership and direction to the community.
- Nominee must have at least 15 years of continuous volunteerism ending no more than three (3) years ago.
- Nomination form must be accompanied by a letter detailing the nominee's contribution.



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TOWN OF AURORA

**2016 COMMUNITY RECOGNITION
AWARDS – CATEGORIES & CRITERIA**

ARTS AND CULTURE AWARD

In honour of the Johnson's, this award will be presented to an individual or group that made a significant contribution to the enhancement of the community through support or promotion of culture, music, visual, performing or literary arts.

Criteria:

- Nominee must have made a significant impact on the arts locally or provincially in the previous year.
- Nomination form must be accompanied by a letter detailing the individual's or group's contribution.

COMMUNITY ORGANIZER/ORGANIZATION OF THE YEAR

Awarded to an individual or organization that has provided outstanding contribution, commitment and leadership to our community over the preceding year.

Criteria:

- Nomination form must be accompanied by a letter detailing the organizer/organization's contribution.

GOOD NEIGHBOUR AWARD

In honour of Frank Camenzuli, this award will be presented to an Aurora resident who has proven themselves to be a "good neighbour" by virtue of volunteerism, considerate actions and/or attitude.

Criteria:

- This award will be presented annually to one resident of Aurora.
- Nominee cannot be an elected official, seeking elected office or employed by The Town of Aurora.
- Nominees will not be considered for this award if their nomination involved monetary compensation or fulfilling duties of their employment.
- Nomination form must be accompanied by a letter detailing the individual's contribution.

NOT-FOR-PROFIT ORGANIZATION AWARD

Awarded to a not-for-profit organization that has made a significant contribution to the enhancement of the community through their organization.

Criteria:

- Nomination form must be accompanied by a letter detailing the non-profit organization's contribution.

CORPORATE SOCIAL RESPONSIBILITY AWARD

Awarded to an organization that operates in an economic, social and environmentally sustainable manner in Aurora.

Criteria:

- Nomination form must be accompanied by a letter detailing the company's integration of social and environmental concerns in their business operations and interactions with their stakeholders.



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TOWN OF AURORA

**2016 COMMUNITY RECOGNITION
AWARDS – CATEGORIES & CRITERIA**

ACCESSIBILITY AWARD

Awarded to an individual, group or business that has contributed to the elimination of barriers for people with disabilities in Aurora.

Criteria:

- Nomination form must be accompanied by a letter detailing the individual, group or business's contributions to eliminating barriers for people with disabilities in Aurora.

CITIZEN OF THE YEAR AWARD

The Town of Aurora's Citizen of the Year Award is an annual event recognizing the exceptional contributions made by a local citizen to our community.

The Citizen of the Year Award has been awarded by the Town of Aurora since 1970. The award recipient is selected by the Office of the Mayor in consultation with a small group of dedicated community volunteers who evaluate nominations submitted by residents.

Criteria:

- Nominees must be a citizen of the Town of Aurora who are at least 16 years of age, excluding elected Members of Council or employees of the Town of Aurora.
- Nominations may be made by an individual citizen, a group of citizens, and/or a Town organization.
- Nomination form must be accompanied by a letter of no more than two pages, detailing the recent or ongoing activities or contributions of the nominee in the Town of Aurora. These activities should demonstrate all-round community involvement rather than a specific activity or contribution.

**Special consideration may be given to nominees younger than 16 years of age, if the evaluation group deems such a nomination applicable and the nominee meets all other criteria.*

***The evaluation group will give priority to nominations that recognize a nominee's recent or ongoing activities or contributions to the Town of Aurora. Special consideration may be given to posthumous nominations or to nominees whose activities or contributions occurred more than three (3) years ago, if the evaluation group deems such nominations applicable and the nominee meets all other criteria.*

Nominations will be accepted until **Friday, March 4, 2015 at 2 p.m.** All nominations must be submitted in writing to:

Town of Aurora
100 John West Way, Box 1000
Aurora, Ontario, L4G 6J1
ATTENTION: JENNIFER NORTON
2016 COMMUNITY RECOGNITION AWARD NOMINATION



100 John West Way,
Box 1000,
Aurora, ON L4G 6J1
Phone: 905-727-3123

TOWN OF AURORA

**2016 COMMUNITY RECOGNITION
AWARDS – CATEGORIES & CRITERIA**

Please complete all fields of the 2016 Community Recognition Awards Nomination Form (print) ensuring the correct spelling of each name. Nominations will be accepted until **Friday, March 4, 2016 at 2 p.m.**

Date: _____

Nominator: _____

Organization (if applicable): _____

Address: _____

Postal Code: _____

Telephone (daytime): _____

Telephone (evening): _____

Email address: _____

Category:

- | | |
|--|--|
| <input type="checkbox"/> Volunteer Service Awards (20, 25, 30, 35, 40 years) | <input type="checkbox"/> Good Neighbour Award |
| <input type="checkbox"/> Youth Volunteer Achievement Award | <input type="checkbox"/> Not-for-profit Organization Award |
| <input type="checkbox"/> Environmental Award | <input type="checkbox"/> Corporate Social Responsibility Award |
| <input type="checkbox"/> Achievement in Sports Award | <input type="checkbox"/> Accessibility Award |
| <input type="checkbox"/> Arts and Culture Award | <input type="checkbox"/> Citizen of the Year Award |
| <input type="checkbox"/> <i>Community Organizer/Organization of the Year</i> | |

Date: _____

I Nominate: _____

Address: _____

Postal Code: _____

Telephone (daytime): _____

Telephone (evening): _____

Email address: _____

Please attach a letter detailing your nominee's contributions and reasons for making this nomination.

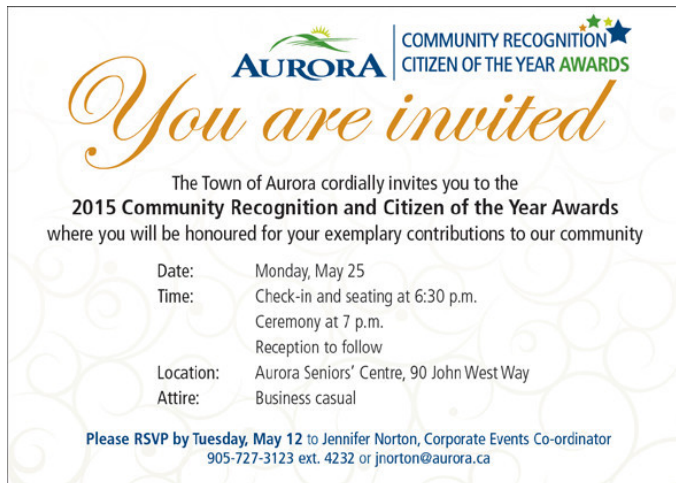
Attachment #2

2015 Community Recognition Awards Branding

Logo



Invitation



Program



BOB HARMAN MEMORIAL AWARD 

Presented by Mayor Geoffrey Dawe

Awarded to an individual who has made a distinct contribution to the field of recreation in The Town of Aurora. Has demonstrated leadership and direction to the community and has at least 15 years of continuous volunteerism.

Nancy Black

Nancy Black has contributed more than 20 years of volunteer work to The Town of Aurora and is most recognizable as the founder and leader of one of Canada's most respected Masters Swimming Club, the Master Ducks and most recently founded the Special Olympics Ontario – Aurora Chapter.

Nancy started out coaching the Aurora Ducks Swim Club. Nancy's forte is motivation. She has a unique blend of encouragement and inspiration required to keep people going when things get tough. Nancy Black is a rare sport contributor, passionate about her work and devoted to her sport and the people she trains and supports.

CITIZEN OF THE YEAR AWARD 

Presented by Mayor Geoffrey Dawe

This individual is selected by the Office of the Mayor in consultation with a small group of dedicated community volunteers. The award recipient has demonstrated all-round community involvement rather than a specific activity or contribution.