

7 October 2009



City Council Committee Report

TO: Mayor and Council

FR: Joanne L. McMillin, City Clerk

RE: Local Government Week – October 18 to 24, 2009

Background:

Each year in October, Local Government Week is proclaimed in the province of Ontario and also promoted by both the Association of Municipal Managers, Clerks & Treasurers of Ontario (AMCTO) and the Ministry of Municipal Affairs & Housing.

This topic was dedicated as a session at the recent AMCTO Zone 9 meeting which I attended in Thunder Bay last week. Many years ago we were proactive in proclaiming this week and to do provide various activities to promote awareness of local government in the community. This is something we should recognize on a yearly basis but we have not been involved as we should likely be since it is directly about the business we are in.

Given that next year is an election year, the City should get involved and hopefully send a positive message to the community and to make the young people in our community aware of local government.

From a staff perspective, we could likely coordinate a couple of events as a matter of interest. I've listed some of the things that other municipalities do to celebrate this week:-

- Mock election with the students
- Junior 'Mayor for a Day'
- School essay contests
- Open House at City Hall with cake, coffee and tours
- Council reps. attending Breakfast Club at schools
- Departmental information interviews on the radio

While some of these ideas are a bit more involved than what we might want to do, we can recognize the week by simply proclaiming the week and perhaps some staff doing a brief "Did you Know..." spot on the radio about their departments. I have created a Kenora Crossword puzzle as a contest and it will appear in the Municipal Memo and on the Portal, with promotional prizes to be awarded at the end of the proclaimed week.

Budget:

Advertising budget; Municipal Memo and public service announcements on the radio.

Communication Plan/Notice By-law Requirements:

n/a

Recommendation:

That the Mayor be and is hereby authorized to proclaim the week of October 18th to October 24, 2009 as "Local Government Week" in and for the City of Kenora; and further

That City Administration will promote Local Government Week in Kenora to bring more public awareness to the role municipal governments play in the community.

