



**Canada 150
Ad Hoc Committee
Meeting Agenda**

**Monday, April 3, 2017
6:30 p.m.**

**Holland Room
Aurora Town Hall**

Public Release
March 31, 2017



Town of Aurora
Canada 150 Ad Hoc Committee
Meeting Agenda

Date: Monday, April 3, 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 March 1, 2017

Recommended:

That the Canada 150 Ad Hoc Committee meeting minutes of March 1, 2017, be received for information.

4. Delegations

5. Matters for Consideration

1. General Committee Report No. PRCS17-012 – Music Aurora (dated April 4, 2017)

Recommended:

1. That General Committee Report No. PRCS17-012 – Music Aurora (dated April 4, 2017) be received; and
2. That the Canada 150 Ad Hoc Committee provide comment.

2. Canada 150 Grants – Update and Discussion

Recommended:

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

3. 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.

4. Pow Wow and Military Tattoo Events – Update and Discussion

Recommended:

1. That the Pow Wow and Military Tattoo Events – 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

6. Extract from Council Meeting of March 28, 2017

Re: Canada 150 Ad Hoc Committee Meeting Minutes of March 1, 2017
(to be provided at meeting)

Recommended:

1. That the Extract from Council Meeting of March 28, 2017, regarding the Canada 150 Ad Hoc Committee meeting minutes of March 1, 2017, be received for information.

7. New Business

8. Adjournment



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

Date: Wednesday, March 1, 2017

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

Committee Members: Mayor Geoffrey Dawe (Chair), Ian Bryan (arrived 6:34 p.m.), Art Hagopian, Kelly Mathews, and Ken Turriff

Member(s) Absent: Damian D'Aguiar

Other Attendees: Councillor John Abel, Councillor Tom Mrakas, Laura Sheardown, Cash Flow & Investment Co-ordinator/Financial Analyst, Shelley Ware, Supervisor, Special Events, and Samantha Kong, Council/Committee Secretary

The Chair called the meeting to order at 6:32 p.m.

1. Approval of the Agenda

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

1. That Item 2 – Military Tattoo Event – Update and Discussion, be considered prior to the delegations; and
2. That the agenda as circulated by Legislative Services, with the following additions, be approved:
 - Delegation (b) John Green, Aurora Historical Society
Re: Aurora Historical Society Participation in Canada's 150th Anniversary

Canada 150 Ad Hoc Committee Meeting Minutes
Wednesday, March 1, 2017

Page 2 of 8

- Delegation (c) Eric McCartney, on behalf of Judy Sherman, Eva Folks, and Christine Valentini
Re: Canada 150 Mural Mosaic Project
- Delegation (d) Mark Kolb, Knowledge Probe Inc.
Re: Proposal and opportunity to include topics related to Aurora in the upcoming Canada Connections 150 card game
- Delegation (e) Greg Smith, Music Aurora
Re: Canada 150 Music Festival

Carried as amended

2. Declaration 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 October 3, 2016

**Moved by Art Hagopian
Seconded by Ken Turriff**

That the Canada 150 Ad Hoc Committee meeting minutes of October 3, 2016, be received for information.

Carried

4. Delegations

- (a) David Heard and Christopher Watts, Residents
Re: The Canadian Songbook on Vinyl – Event Presentation**

Mr. Heard provided a presentation and video advertisement of the The Canadian Songbook on Vinyl event to be held on July 22, 2017 from 7 p.m. to 11 p.m. at the Aurora Community Centre, a venue where great Canadian bands

Canada 150 Ad Hoc Committee Meeting Minutes
Wednesday, March 1, 2017

Page 3 of 8

have performed. He requested the rental fees be waived and assistance from staff in regards to marketing and event promotion, set-up, take-down, etc. Mr. Heard stated that all proceeds of the ticket sales would be donated to Kerry's Place Autism Services.

The Committee expressed support for the event and discussed the possibility of including a beer garden or an alternative. Staff indicated the Town has a municipal alcohol policy in place and increased event security would have to be investigated.

Moved by Ian Bryan

Seconded by Ken Turriff

1. That the comments of the delegation be received; and
2. That the Canada 150 Ad Hoc Committee recommend to Council:
 - (a) That Council endorse the Canadian Songbook on Vinyl Event; and
 - (b) That the rental fees for Aurora Community Centre be waived for the Canadian Songbook on Vinyl Event.

Carried

(b) John Green, Aurora Historical Society

Re: Aurora Historical Society Participation in Canada's 150th Anniversary

Mr. Green provided an overview of the initiatives the Aurora Historical Society has undertaken in celebration of Canada's 150th anniversary, including planted red tulip bulbs to bloom in the spring, an 1867 ball to be held at the Hillary House, and an exhibition about the history of Yonge Street. He stated the Aurora Historical Society would be interested in a marketing partnership with the Town keep residents informed of every initiative the Town or Aurora Historical Society is organizing.

Moved by Art Hagopian

Seconded by Ken Turriff

1. That the comments of the delegation be received; and

Canada 150 Ad Hoc Committee Meeting Minutes
Wednesday, March 1, 2017

Page 4 of 8

2. That the Canada 150 Ad Hoc Committee recommend to Council:

- (a) That a partnership with the Aurora Historical Society in regards to coordinating marketing and promotion of events for Canada's 150th Anniversary be endorsed.

Carried

(c) Eric McCartney, on behalf of Judy Sherman, Eva Folks, and Christine Valentini

Re: Canada 150 Mural Mosaic Project

Mr. McCartney provided background information on the Canada 150 Mural Mosaic Project which is a collaborative mural from communities across Canada, and noted that upon completion of the entire Canada 150 Mosaic each community mural will reside in the town it was created in as a reminder of Canada's 150th anniversary. Mr. McCartney indicated that the cost for an 8' x 8' mural is \$12,500 or 8' x 12' mural for \$15,000. He is requesting the Committee and Council consider funding the project through the Public Art Reserve.

The Committee discussed locations the mural could be placed once it is completed and inquired about funds within the Public Art Reserve. Staff stated that there were no funds in the reserve at this time.

Moved by Art Hagopian

Seconded by Kelly Mathews

1. That the comments of the delegation be received; and

2. That the Canada 150 Ad Hoc Committee recommend to Council:

- (a) That the Canada 150 Mural Mosaic Project be endorsed; and
- (b) That staff be directed to investigate funding opportunities to support the Canada 150 Mural Mosaic Project.

Carried

(d) Mark Kolb, Knowledge Probe Inc.

Re: Proposal and opportunity to include topics related to Aurora in the upcoming Canada Connections 150 card game

Mr. Kolb presented an overview of the Canada Connections 150 card game and proposed that the Town could create bonus cards with topics related to Aurora. He also presented an overview of "Hidden.Live" web application that an online scavenger hunt that residents can use to explore neighbourhoods and hidden gems. Mr. Kolb indicated that the game is free of charge and organizations, schools, or businesses are able to provide the content.

Moved by Ian Bryan

Seconded by Kelly Mathews

1. That the comments of the delegation be received and referred to New Business.

Carried

(e) Jamie MacDonald, Music Aurora

Re: Canada 150 Music Festival

Mr. MacDonald provided an overview of Music Aurora and requested a partnership with the Town to establish and deliver a Summer Music Festival as part of the Canada 150 celebrations.

Moved by Art Hagopian

Seconded by Kelly Mathews

1. That the comments of the delegation be received; and
2. That the Canada 150 Ad Hoc Committee recommend to Council:
 - (a) That staff be directed to work with Music Aurora and investigate the feasibility of creating a summer music festival, and report back to the Canada 150 Ad Hoc Committee.

Carried

5. Matters for Consideration

1. Pow Wow Event – Update and Discussion

Staff provided an overview of the Pow Wow event to be held on June 3, 2017 from 12 p.m. to 9 p.m. Staff indicated that there would be programming and activities for kids. The Committee expressed concerns regarding parking constraints.

Moved by Ian Bryan

Seconded by Ken Turriff

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

Carried

2. Military Tattoo Event – Update and Discussion

Mr. White, alongside staff, provided an overview of the Military Tattoo Event to be held from 2 to 4 p.m. on May 20, 2017 at the Aurora Community Centre. Staff indicated that an open house and barbecue would be held at the Aurora Legion following the event. The Committee expressed support for the event and inquired about advertising initiatives.

Moved by Ian Bryan

Seconded by Art Hagopian

1. That the Military Tattoo Event – Update and Discussion be received and the comments of the Committee be referred to staff for consideration.

Carried

6. Informational Items

3. General Committee Report No. FS17-004 – Canada 150 Celebrations Grant and Budget Confirmation

The Chair provided an overview of the approved budget for Canada 150 Celebrations.

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

1. That General Committee Report No. FS17-004 – Canada 150 Celebrations Grant and Budget Confirmation be received for information.

Carried

2. **Extract from Council Meeting of October 11, 2016
Re: Canada 150 Ad Hoc Committee Meeting Minutes of October 3, 2016**

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

1. That the Extract from Council Meeting of October 11, 2016, regarding the Canada 150 Ad Hoc Committee meeting minutes of October 3, 2016, be received for information.

Carried

7. New Business

The Committee asked staff to inform the Trails and Active Transportation Committee about International Trails Day.

The Committee expressed interest in the opportunity to include topics related to Aurora in the Canada Connections 150 card game, as described in delegation (d), and supported the promotional activity.

New Business Motion No. 1

**Moved by Kelly Mathews
Seconded by Ian Bryan**

1. That the Canada 150 Ad Hoc Committee recommend to Council:
 - (a) That staff be directed to investigate the feasibility of sponsoring the Canada Connections 150 card game.

Carried

Canada 150 Ad Hoc Committee Meeting Minutes
Wednesday, March 1, 2017

Page 8 of 8

Art Hagopian inquired about the distribution of Canada 150 Celebrations promotional material. Staff indicated that flags and banners would be replaced for the summer months and posters would be created and distributed through the Town's Communications department.

The Committee inquired when the next Committee meeting would be held. The Chair suggested a meeting date scheduled for the end of March.

8. Adjournment

Moved by Ian Bryan

Seconded by Ken Turriff

That the meeting be adjourned at 8:30 p.m.

Carried

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



Town of Aurora

General Committee Report No. PRCS17-012

Subject: Music Aurora

Prepared by: Allan D. Downey, Director of Parks, Recreation and Cultural Services

Department: Parks, Recreation and Cultural Services

Date: April 4, 2017

Recommendation

- 1. That Report No. PRCS17-012 be received; and**
- 2. That direction be provided to staff regarding funding in support of Music Aurora to be held on August 5, 2017; and**
- 3. That the Permit fee be waived in the amount of \$599.**

Executive Summary

The purpose of this report is:

- To seek Council direction regarding funding in support of Music Aurora on August 5, 2017**

Background

Staff originally reported to General Committee on this event on November 1, 2016.

Staff prepared Report PRCS16-047 in response to the event organizers request for a third-party event. The following recommendations were approved by Council on November 8, 2016:

- 1. That Report No. PRCS16-047 be received; and**

April 4, 2017

Page 2 of 4

Report No. PRCS17-012

2. That the application received from Music Aurora/Aurora Winter Blues Festival for a Youth Music Festival be approved, in accordance with the Third Party Events in Outdoor Town Facilities Policy; and
3. That the Youth Music Festival be declared as an “event of Town significance”, in accordance with the Municipal Alcohol Policy.

**On a recorded vote the motion
Carried**

Analysis

Event has been modified from November presentation

The event organizers have modified the original event from a three day event to a single day on August 5, 2017, at Town Park. They have also changed the name from Youth Music Festival to Music Aurora.

Event organizers made a presentation to Canada 150 Committee on March 1, 2017

As part of their modified program, the event organizers made a presentation to the Canada 150 Committee requesting Town support in the amount of \$16,000. They are also requesting the waiving of the permit fee and marketing and promotion support in the form of social media, noticeboard and cross-promotion with Town events.

Advisory Committee Review

Reviewed by the Canada 150 Committee on March 1, 2017.

Financial Implications

Town support \$16,000 (this potential funding to be approved by Council)

Park permit fee \$1,599 (includes \$1,000 damage deposit)

Communications Considerations

Corporate Communications will assist in promoting the event by retweeting and reposting social media posts from event organizers and by posting information to our online events calendar as well as providing space in the Noticeboard.

Link to Strategic Plan

The application supports the Strategic Plan goal of Supporting an exceptional quality of life for all through its accomplishment in Celebrating and promoting our culture in the following key objectives within this goal statement:

Expand opportunities and partnerships that contribute to the celebration of culture in the community.

Alternative(s) to the Recommendation

1. Option 1: Deny their request for funding.

Conclusions

The event organizers are requesting financial support; however, have indicated that any level of support from the Town would be welcome. The event is scheduled to occur regardless of the amount received.

Attachments

Attachment #1– Music Aurora presentation to Canada 150 Committee on March 1, 2017

Previous Reports

PRCS16-047 Youth Music Festival: Application for Third Party Event in an Outdoor Town Facility, November 1, 2016

Pre-submission Review

Agenda Management Meeting review on March 17, 2017.

April 4, 2017

Page 4 of 4

Report No. PRCS17-012

Departmental Approval Approved for Agenda



Allan D. Downey
**Director, Parks, Recreation and Cultural
Services**



Doug Nadorozny
Chief Administrative Officer



Re: Delegation Presentation to Town of Aurora Canada 150 Ad Hoc Committee – March 1, 2017

Joint Report From Music Aurora and Town Staff – Terms of Reference

Background

The Town of Aurora Canada 150 Ad Hoc Committee approved the recommendation for Music Aurora to work with Town Staff to prepare a report on delivering a New Music Event at Town Park in conjunction with the Canada 150 Celebration activities.

Music Aurora Mission

Music Aurora is a registered not-for-profit organization whose mission is to foster a vibrant and active music scene in the community of Aurora for the benefit of its residents, local musicians, schools and businesses that support the music industry and live performances.

Aurora Music Festival A Canada 150 Legacy Event for the Town of Aurora

In reflecting back on Canada's 100 Birthday in 1967, there were many legacy investments that are still giving back to communities today. Though Celebration budgets are not what they were back in 1967, there is opportunity however to establish a new legacy event through the Canada 150 Celebration such as the Aurora Music Festival which can continue to give back to the community of Aurora for years to come.

In looking at surrounding communities such as Newmarket, King City, Richmond Hill and Markham the uptake of Summer Festivals is growing as a mainstay of their Arts & Culture, Tourism and Economic Development plans. By enriching the community through new Arts & Cultural events, Music Aurora in working with the Town can help deliver on this vision for the future benefit of the Town and its residents.

Success Through Partnerships & Collaboration

As a grass roots not-for-profit community organization made up of local stake holders and volunteers, Music Aurora fosters a structure of partnerships and collaboration, working with community partners and organizations to ensure the success of its endeavors for the benefit of the community at large.

For the new Aurora Music Festival the following community Organizations and Partners will be involved:

- Town of Aurora
- Aurora Chamber of Commerce
- Aurora Cultural Centre
- Aurora Public Library
- Aurora Farmers Market
- Sport Aurora
- Optimist Club of Aurora

- Rotary Club of Aurora
- Marque Theatre
- Theatre Aurora
- SOYRA
- York Region Festival Alliance
- Festival & Events Ontario
- Media Partners (Auroran, Banner, snapd Aurora, 105.9 The Region)
- Local Restaurants
- The ARTS Music Store
- Cosmo Music
- Avias Audio & Sound
- Rent-A-Stage
- And Others

Scope of the New Aurora Music Festival

The Aurora Music Festival is a multi-component event which provides a social gathering spot for all ages to celebrate music and the arts. The festival will focus on youth and family for the afternoon and will transition into an adult event for the evening.

The event will be comprised of the following activities:

1. Youth Music Stage – the afternoon of the music festival will provide a showcase of local youth musicians – a spot light on their talents.
2. Extreme Sports Zone – an activity area that encourages interactive participation in recreational sports focused on youth ages 10 to 17 in conjunction with Sport Aurora.
3. Artisan Zone – an area set aside for local artisans to showcase their arts & crafts, this area will also provide Live displays of painting, sculpturing, wood working etc in conjunction with the Aurora Cultural Centre, Aurora Public Library, SOYRA and other groups.
4. Professional Music Stage – the evening of the music festival will provide a showcase of new, rising talents within the Canadian music scene leading up to a headliner anchor act.
5. Festival Lounge – a premium seating area that will be promoted/auctioned through social media leading up to the festival with proceeds from this component going to local charities.
6. Beer Garden – a controlled seating/table area backing onto the Armory providing a relaxing area with full view of the stage.
7. Food Vendor Fair – local food vendors will provide a variety of food offerings to meet the diverse needs of the festival goers.

Benefits to the Town & Residents

1. Draw on the experience, resources and success of an established organization to deliver a New Summer Music Festival for the enjoyment and benefit of the community of Aurora.
2. Establishment of a legacy Summer Music Festival for the Town of Aurora.
3. A permanent Summer Music Festival aligns with the Town's Economic Development Advisory Committee goals as a destination event to draw residents and tourism to the Downtown Core and Cultural Precinct, thereby strengthening and developing Economic Growth.
4. Delivers on the Town's Arts & Culture and Music Strategies and would augment the Town's calendar of Special Events thus providing greater diversity of events to our local community.

Music Aurora Team Experience

- Annual Aurora Winter Blues Festival – Voted Top 100 Festivals in Ontario (2012 – 2017)
- Annual AWBF BluesBash – raised over \$75K for local charitable benefactors (2014 – 2017)
- Music Aurora Industrial Pop-Up Launch Concert – featuring Angel Forrest (2017)
- Tragically Hip Celebration – Live Concert & Hip Broadcast from Aurora Town Park (2016)
- Aurora Music Festival at Highland Park (2016)
- End of Summer Blues Concert in the Park (2015)
- Annual Music Workshops at Aurora Cultural Centre & Aurora Public Library (2014 – 2017)
- Pop-Up Performances for Showcasing Local & Youth Musical Talents (2013 – 2017)
- Town of Aurora 150 Birthday Celebration (2013)
 - Youth Music Extravaganza at Aurora Community Centre (with Sony Music & MuchMusic)
 - Lighthouse Concert at Aurora Town Park

Draft Budget

Expenses

Technical	\$ 9,000
Performance Fees	\$26,000
Promotion/Marketing	\$ 8,500
Security/Police	\$ 3,000
Toilets	\$ 1,000
Town Related	TBD
Beer/Wine	\$ 2,800
SOP/Insurance/SOCAN	\$ 3,000
Misc.	\$ 1,000
Total Expenses	\$54,300

Revenues

Sponsorships	\$25,000
Grants	\$ 5,000
Canada 150	\$16,000
Beer Garden	\$ 4,500
Food VeTrundors	\$ 2,000
Artisans	\$ 1,800
Total Revenues	\$54,300

Proposed Event Activities – Time and Location *AUG 5TH, TOWN PARK*

Youth Stage Performances – 12:00 noon to 4:45 pm (Band Shell)

Main Stage Performances – 5:00 pm to 11:00 pm (Band Shell)

Extreme Sports Zone – 12:00 noon to 5:30 pm (Town Park)

NOON - 11 PM

Artisans Fair – 12:00 noon to 8:00 pm (Town Park)

Food Vendor Fair – 12:00 noon to 10:00 pm (Town Park)

Beer Garden – 3:30 pm to 10:30 pm (Town Park)

Event Layout Map – see attached

Music Aurora Contacts:

Jamie MacDonald, President – Music Aurora 905-713-6318

Greg Smith, Vice President – Music Aurora 416-565-1635

Website:

www.musicaurora.ca

Facebook:

@MusicAuroraON







**Extract from
Council Meeting of
Tuesday, March 28, 2017**

6. Consideration of Items Requiring Discussion (Regular Agenda)

R2. Summary of Committee Recommendations Report No. 2017-02

Moved by Councillor Abel

Seconded by Councillor Pirri

1. That the Committee recommendations contained within this report respecting the Canada 150 Ad Hoc Committee Meeting Minutes of March 1, 2017, be approved, including the amended recommendation under Delegation (e) Jamie MacDonald, Music Aurora, Re: Canada 150 Music Festival, which now reads “That staff be directed to work with Music Aurora and report back to the Canada 150 Ad Hoc Committee.”; and
2. That the Committee recommendations contained within this report respecting the Heritage Advisory Committee Meeting Minutes of February 13, 2017, and March 6, 2017, be approved.

Carried

R3. Canada 150 Ad Hoc Committee Meeting Minutes of March 1, 2017

Main motion as amended

Moved by Councillor Thompson

Seconded by Councillor Kim

1. That the Canada 150 Ad Hoc Committee meeting minutes of March 1, 2017, be received; and
2. **That the recommendation under Delegation (e) Jamie MacDonald, Music Aurora, Re: Canada 150 Music Festival, be amended to read “That staff be directed to work with Music Aurora and report back to the Canada 150 Ad Hoc Committee.”**

On a recorded vote the main motion as amended

Carried

Yeas: 5	Nays: 1
Voting Yeas:	Councillors Abel, Humfries, Kim, Mrakas, and Thompson
Voting Nays:	Councillor Pirri
Absent:	Councillors Gaertner, Thom, and Mayor Dawe