

Tuesday, February 23, 2010

To: Chair and Members of the Toronto East York Community Council

Recommendation: That City of Toronto staff report to the April 27, 2010 Toronto & East York Community Council Meeting on designating the section of Dundas Street West between Shaw Street and Ossington Avenue "Frank Alvarez Way".

Discussion: In 2011, CIRV FM, a radio station servicing the Portuguese-Canadian community in Ontario and located at 1087 Dundas Street West (between Shaw Street and Ossington Avenue), will be celebrating its 25th Anniversary. On this occasion, the community would like to honour the contributions of one of our foremost leaders by having the section of Dundas Street West between Shaw Street and Ossington Avenue designated "Frank Alvarez Way".

Frank Alvarez is an outstanding Torontonian and is the President and CEO of CIRV RADIO 88.9FM radio. His impressive contribution to the Portuguese Canadian community includes positions such as Executive Director and Founder of the Canada-Portugal Chamber of Commerce and President of the Federation of Portuguese Canadian Business and Professionals. In 1998, he was awarded the Order of Portugal and in 1999, Mayor Mel Lastman granted him the Key to the City of Toronto.

The Portuguese community is the largest cultural group in Ward 19 and the area surrounding Dundas Street West and Ossington Avenue has been central to the community for many years.

Considering Mr. Alvarez' contribution to the City's multicultural and business communities, I very strongly believe it is most appropriate that he be recognized by designating the section of Dundas Street West between Shaw Street and Ossington Avenue "Frank Alvarez Way".

Sincerely,

Joe Pantalone
Deputy Mayor
City of Toronto
JP/Shared/Sonia/TEYCCMotions

cc: Mr. Mario Silva, MP, Davenport
Mr. Charles Sousa, MPP, Mississauga South
Mr. Joe Eustaquio, ACAPO
Mr. Armindo Silva, The Regional Insurance Services Inc.
Mr. Manuel Da Costa, Viana Roofing and Sheet Metal Ltd.
Mr. Tiberio Branco, Alfa Mar Travel Agency