

## Community Development and Recreation Committee

<b>Meeting No.</b>	8	<b>Contact</b>	Candy Davidovits, Committee Administrator
<b>Meeting Date</b>	Friday, September 7, 2007	<b>Phone</b>	416-392-8032
<b>Start Time</b>	9:30 AM	<b>E-mail</b>	cdrc@toronto.ca
<b>Location</b>	Committee Room 1, City Hall		

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CD8.4	NO AMENDMENT			
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### Official Mark Protection for Toronto Parks, Forestry and Recreation's Program Names and Identifiers

#### City Council Decision

City Council on September 26 and 27, 2007, adopted the following motions:

1. The word marks and visual identifiers listed in the report summary, be adopted and used as official marks of the City of Toronto.
2. The City Solicitor be directed to request the Registrar of Trade-marks to give public notice of their adoption and use.

(June 13, 2007) Report from General Manager, Parks, Forestry and Recreation

#### Committee Recommendations

The Community Development and Recreation Committee recommends that:

1. the word marks and visual identifiers listed in the report summary, be adopted and used as official marks of the City of Toronto; and
2. the City Solicitor be directed to request the Registrar of Trade-marks to give public notice of their adoption and use.

#### Financial Impact

There is no financial impact to recreation programs or services for this request as it is a

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 Considered by City Council on September 26 and 27, 2007

minimal one time cost that will be charged to the Parks, Forestry and Recreation 2007 operating budget. The cost to request the Registrar of the Trade-marks to give public notice of adoption and use of an official mark is \$500.00 per word mark and \$500.00 per visual identifier. The total one time cost to protect the thirteen marks listed below is \$6,500.00. A detailed breakdown of the costs is identified below.

Program Name	Word Mark Costs	Visual Identifier Costs	Total Costs
ARC Afterschool Recreation Care Program	\$500	YES \$500	\$1,000
Guardian Swim	\$500	YES \$500	\$1,000
Super Swim	\$500	YES \$500	\$1,000
Ultra Swim	\$500	YES \$500	\$1,000
Power of Movement (POM)	\$500	YES \$500	\$1,000
STOMP Urban Dance Competition/Showcase	\$500	YES \$500	\$1,000
Hockey in the Neighbourhood	\$500	None	\$500
Overall Costs	\$3,500	\$3,000	\$6,500

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial information.

### Summary

This report recommends that to better protect the interests of the Parks, Forestry and Recreation Division and the City's corporate identity, the City of Toronto obtain protection as official marks under the Trade-marks Act for the following word marks (program names) and their visual identifiers (logos):

1. ARC Afterschool Recreation Care – with one visual identifier;
2. Guardian Swim, Ultra Swim, Super Swim - with three visual identifiers;
3. Power of Movement – with one visual identifier;
4. STOMP Urban Dance Competition/Showcase – with one visual identifier; and
5. Hockey in the Neighbourhood – no visual identifier.

See Attachment 1 for corresponding logos.

### Background Information

cd8.4

<http://www.toronto.ca/legdocs/mmis/2007/cd/bgrd/backgroundfile-6171.pdf>

CD8.5	NO AMENDMENT			
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## Best Start Community Plan

### City Council Decision

City Council on September 26 and 27, 2007, adopted the following motion:

1. Council endorse the 2007-2008 Best Start Community Plan, entitled, “Working Together for Toronto’s Families, Giving Every Child the Best Start, Toronto Vision for Children, A plan to meet the early learning and care needs of Toronto’s young children”.

(July 23, 2007) Report from General Manager, Children's Services

### Committee Recommendations

The Community Development and Recreation Committee recommends that:

1. Council endorse the 2007-2008 Best Start Community Plan, entitled, “Working Together for Toronto’s Families, Giving Every Child the Best Start, Toronto Vision for Children, A plan to meet the early learning and care needs of Toronto’s young children”.

### Financial Impact

The recommendation will have no financial impact beyond what has already been approved in the current year’s budget.

### Summary

This report seeks Council endorsement of the Best Start Community Plan. The Ministry of Children and Youth Services (MCYS) is requiring Best Start Networks to file a 2007-2008 Best Start Community Plan: Building the Foundation – Moving Forward. The attached Best Start Community Plan, on behalf of the Toronto Best Start Network, highlights the progress made in implementing Best Start during 2006-2007 and identifies strategies to continue the momentum during 2007-2008.

### Background Information

cd8.5

<http://www.toronto.ca/legdocs/mmis/2007/cd/bgrd/backgroundfile-6180.pdf>

cd8.5-Attachment

<http://www.toronto.ca/legdocs/mmis/2007/cd/bgrd/backgroundfile-6181.pdf>

**Declared Interest (City Council)**

Councillor Moscoe - in that his daughter is an Early Childhood Education Student employed by the Children Services Division.

*Submitted Friday, September 7, 2007*

*Councillor Joe Mihevc, Chair, Community Development and Recreation Committee*