

Appendices

Appendix A - Scarborough Renewal Campaign Overview

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The
Rotary
Clubs in Scarborough



INTRODUCTION

The Rotary Scarborough Community Renewal Campaign ('Campaign') was launched in early 2014 to lead urban planning, social, economic, arts and culture and health care initiatives in Scarborough. The Campaign involves research and the identification of various renewal initiatives taking place in Scarborough. Rotary acts as a connection point by engaging business, academics, media, and community members on community renewal.

At the beginning of the consultation process, it became evident that numerous renewal initiatives existed; however, there was no centralized organization in the position to act as a convener or connector of groups, in order to assist with long-term renewal. While some connecting bodies exist, they often appear within the context of geographic neighbourhood areas, rather than having a Scarborough-wide focus.

As a result of the Campaign, the Rotary Clubs in Scarborough are undertaking a large community effort to continue the conversation of renewal and continued city-wide focus on this important topic. To provide continuity, they identified the need to establish a Community Renewal Organization (CRO).

COMMUNITY RENEWAL ORGANIZATION ROLE AND MANDATE

Rotary believes that the advice and regular participation of local resident associations, business, academics and community leaders can provide the best input and strategic direction to enhance the future economic, social, urban planning, arts and culture, and health care development opportunities in Scarborough.

The purpose of the CRO is to continue the efforts of the Campaign, and identify and provide an outline of continued actions to be accomplished by the community at large. Their role is to act as the governing body for the Campaign, identifying future actions and areas of focus for ongoing community renewal.

This group would serve as a coordinating voice for the broader community with regards to community renewal. The areas of potential activity for the CRO are as follows:

- To identify areas for continued growth and renewal in Scarborough;
- To organize community-based consultation events seeking to gather input from institutions, residents, faith groups, and businesses;

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- To maintain and establish partnerships with business, academic institutions and residents to promote ongoing renewal;
- To present yearly updates to the residents and businesses of Scarborough on the successes and failures of initiatives for community renewal at the City level;
- To identify best practices and ways of implementing the results of the Campaign, in consultation with Scarborough businesses, academic institutions and residents;
- To share successes and failures and the need for support among each sector from other sectors.

CHAIR

At the first meeting, a representative of Rotary will act as the Chair. At this time, the group will establish a regular meeting structure, and will elect a Chair for the CRC, and will seek to elect a new Chair on a yearly basis.

SUPPORT

There were no staff members involved in the Campaign, rather a network of volunteers. For the purposes of the CRO, Rotary will be able to assist with minor secretariat responsibilities and with meeting locations. All other activities will be on a volunteer basis. The CRO will maintain an office presence at the Consillium Place, or another location identified by members.

TERMS OF THE CRC

In fulfilling their mandate, members of the CRO will be responsible for the following:

1. Deliver community renewal in Scarborough.
2. To grow the organization and assist community members in achieving renewal.
3. Pursue funding opportunities to enhance the Campaign efforts.
4. Support community-based events, for example, Passport Food Festival in Scarborough, Scarborough Tourism based events, Scarborough Conference on the role of the Media in Community Branding, etc.
5. Bring regular speakers to meetings representing potential partners in renewal.
6. Support the development of a Scarborough based Business Association and involvement of local Business Improvement Areas (BIA).
7. Promote Scarborough based initiatives with city-wide networks.

LOCATION AND TIMING

It is anticipated that meetings of the CRO will be held quarterly, and will identify meeting locations in Scarborough for each quarterly meeting.

AGENDAS AND MINUTES

Meeting agendas and minutes will be provided by the Chair and Secretary of the CRO.

MEMBERSHIP AND STRUCTURE OF THE CRC

The CRO is to be constituted with representation from appropriate organizations and/or associations and structured to provide a balance of perspectives. The proposed composition is as follows:

- Rotary Clubs in Scarborough
- Residents
- Kennedy Road BIA
- Wexford Heights BIA
- Sheppard East Village BIA
- Crossroads of the Danforth BIA
- Ratepayer Associations
- Faith Groups
- Representatives of Transit initiatives
- Environmental Groups
- Centennial College
- University of Toronto Scarborough Campus
- High School and Elementary School Principals
- The Scarborough Hospital
- Rouge Valley Centenary Hospital
- Scarborough Philharmonic Orchestra
- Cathedral Bluffs Symphony Orchestra
- Artscape
- Scarborough Arts
- Oxford Properties

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- Kevric Real Estate Corporation
- Chinese Professionals Association
- Colliers Real Estate
- Toyota
- Thermodyne Engineering
- Atlantic Packaging
- Automatic Coating
- Scotiabank
- United Way
- Social Planning Toronto
- Toronto Region Conservation Authority
- City of Toronto Economic Development and Culture
- City of Toronto Social Development, Finance and Administration
- City of Toronto, Urban Planning
- City of Toronto Employment and Social Services