

## City Council

### Notice of Motion

MM14.10	ACTION			Ward: All
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**Making the City of Toronto Flag a Prominent Part of Civic Pride, City Branding and an Expression of Urban Confidence - by Councillor James Pasternak, seconded by Councillor Mike Colle**

*\* Notice of this Motion has been given.*

*\* This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

### Recommendations

Councillor James Pasternak, seconded by Councillor Mike Colle, recommends that:

1. City Council direct the City Manager and the City Clerk to report to City Council in the second quarter of 2020, with a comprehensive strategy and select ideas for incorporating the Toronto flag in City of Toronto events, communications and marketing initiatives.

### Summary

The City of Toronto flag has been a key part of the City's identity for 45 years. However, it is seldom used in communications, marketing materials, and civic initiatives and public events.

This Motion requests staff to develop a plan that addresses this shortcoming and create a strategy that gives our flag the prominence it deserves.

### Background Information (City Council)

Member Motion MM14.10