



( Soon to be Sankofa Square )

Paul Johnson  
City Manager  
City of Toronto  
100 Queen Street West  
Toronto  
M5H 2N2

May 28th 2024

Dear Paul

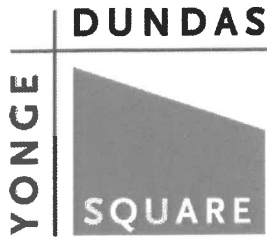
**Sankofa Square – Board's Adoption of New Name of Sankofa Square and Implementation Plan**

On behalf of the Yonge-Dundas Square Board of Management, I am writing to you to inform you of the recent decisions made by the Board of Management in regard of the name change to Sankofa Square.

At the first Board meeting of the year, held on February 15, 2024, the board approved a motion to adopt the new name and to work with staff and City colleagues on preparing an Implementation and Transition Plan. At the second Board meeting held on April 11, 2024 the Board was given a presentation of the proposed implementation plan and the range of budgets that this project may require to fully implement. That meeting did not reach a conclusion on the scope, scale, budget and timeline.

On May 15<sup>th</sup> 2024, a Special Meeting of the Board was convened, and the Board considered a YDS Report for Action, prepared by the General Manager. This report includes confirmation of the Board's adoption of an implementation plan, the request that City Council amend Toronto Municipal Code Chapter 636, Public Squares and other related bylaws with references to Yonge-Dundas Square. A copy of the report is included with this letter. The board did approve three motions in regard of the name change, the budget and the release of information by the City. Please see the attached Minutes #2A.

The board approved an accelerated timeline for implementation and transition, on the assumption that City Council will approve these Bylaw Changes at the City Council Meeting to be held at the end of June. This timeline is also attached. It is our intention to make significant progress on the implementation by August 1<sup>st</sup> 2024. This date is also the annual Emancipation Day, around the world. Whilst the implementation work will still be ongoing, this is an important date to communicate our progress.



The board has also discussed the budget and there remains some concern that this process is not fully funded either through the YDS Annual Operating and Capital Budgets for 2024, nor through the allocation of other City funds. Work continues to identify other sources of funding and until that is confirmed, the plan will be reviewed and adjusted accordingly.

The staff team have commenced work on the implementation plan and have issued a Request For Expression of Interest to Branding Agencies. Upon a review of those expressions of interest, a selected number of agencies will be asked to submit a full proposal and budget for their work. This branding is key to the success of the implementation and this work will continue to the end of the year and into 2025.

I am requesting that the report from the Board be submitted along with your report on the Governance and Operational Model Review as directed by City Council.

The board and staff will continue to put this plan into effect and are fully appreciative of the support from your City colleagues.

Together we will be advancing the recommendations of the Toronto Action Plan to Confront Anti-Black Racism and demonstrating our commitment to make public spaces more accessible and welcoming for all Torontonians and visitors while delivering on City Council's mandate.

Yours sincerely,

Kim McDonald – Board Secretary  
Kim McDonald – Board Secretary (May 28, 2024 16:07 EDT)

Kim McDonald  
YDS Board Secretary

Attached:

YDS Board Meeting #1 – Minutes  
YDS Board Meeting #2A – Minutes  
YDS Report For Action Yonge Dundas Square - Renaming to Sankofa Square –  
Revised; Amended and Adopted May 15<sup>th</sup>, 2024

YDS to Sankofa Square – Budget Summary  
YDS to Sankofa Square - Implementation Timeline

## Yonge Dundas Square - Renaming to Sankofa Square

**Date:** Updated May 15<sup>th</sup> 2024

**To:** Yonge-Dundas (Sankofa) Square Board of Management (YDS)

**From:** General Manager - Yonge-Dundas Square

**Wards:** Ward 13

### SUMMARY

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This report accompanies the staff presentation to the Yonge-Dundas Board on April 11<sup>th</sup>, 2024 on the Proposed Interested Parties, Collaborators and Community Engagement Plan (IPCC Plan) outlining the approach to engagement and implementation of the renaming of Yonge Dundas Square to Sankofa Square, as directed by the YDS Board at the meeting on February 15, 2024.

The objectives of the plan are to establish a mutual understanding of the work ahead, determine scale and scope, and to ensure roles and responsibilities are understood. The plan aims to establish a timeline that is achievable and a budget range that is realistic and delivers on scope and scale of the transition to the new name.

The plan is intended to build and increase trust amongst the key interested parties, develop key relationships that support the transition and earn social licence (community acceptance) to set a foundation for ongoing Sankofa Square legacy planning.

### RECOMMENDATIONS

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1. The Board of Directors of Yonge-Dundas (Sankofa) Square approve the ongoing Implementation and Transition Plan and the instructions to Staff in YDS #2 Agenda Item 7, for the Sankofa Square renaming from Yonge-Dundas Square which was previously approved by the YDS Board in Item 5 of its February 15, 2024 meeting. ( Minutes attached)
2. The Board of Directors of Yonge Dundas (Sankofa) Square authorize the public release of any Confidential Attachments relating to the Renaming, once adopted by City Council.
3. The Board authorize the Board Secretary and YDS staff to forward the reports and the decisions of the Board on the adoption of the renaming of the Square to Sankofa Square on February 15, 2024, and its Implementation and Transition Plan in YDS #2

Agenda Item 7 to the City Manager once the Plan is approved by the Board, and request the City Manager to include these reports as part of the City Manager's report on the Agency's operations and governance model, and recommend that City Council authorize the public release of Confidential Attachments to the General Manager's report, once adopted by City Council.

Furthermore, the Board requests:-

4. City Council amend Toronto Municipal Code Chapter 636, Public Squares, to:

- a. replace all references to Yonge-Dundas Square with Sankofa Square,
- b. replace all references to the Yonge-Dundas Square Board of Management with the Sankofa Square Board of Management and
- c. replace all references to Ryerson University with Toronto Metropolitan University.

5. City Council authorize the City Solicitor to submit bills directly to Council for enactment to amend any City of Toronto by-law or Municipal Code Chapter to replace all references to Yonge-Dundas Square with Sankofa Square and to replace all references to the Yonge-Dundas Square Board of Management with the Sankofa Square Board of Management.

6. City Council authorize the City Manager, in consultation with the City Solicitor, to amend the City's Relationship Framework with the Yonge-Dundas Square Board of Management and any other substantive or technical changes as may be required to give effect to City Council's decision to reflect the change of the name of Yonge-Dundas Square and the Yonge-Dundas Square Board of Management as set out in Recommendation 4.

7. City Council authorize the Sankofa Square Board of Management to amend their rules of procedure to reflect the change of the name to Sankofa Square and the Sankofa Square and Sankofa Square Board of Management as set out in Recommendation 4.

8. City Council authorize the City Manager and the Sankofa Square Board of Management or their delegates, to take any action to give effect to Recommendations 1 to 7 in this report and to implement the name Sankofa Square and Sankofa Square Board of Management.

## **FINANCIAL IMPACT**

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The proposed plan includes a number of budget options which will be refined and finalized depending on scope, scale and duration determined by the YDS Board.

The decision by City Council was made after YDS had submitted its 2024 annual operating budget to the City. The 2024 YDS operating budget may allow for a modest expenditure on marketing, communication and educational programming; however, it does not have the capacity to manage a medium or high impact plan and associated expenditures.

At this time, \$105K is included in the YDS Operating Budget for 2024 in anticipation of the capital costs to change the physical signage. To date, no other funding towards the costs of the transition have been confirmed.

Every effort will be made to identify other sources of funding to offset the costs.

Estimated costs, cash flow timing and available funding and offsets will be reviewed and confirmed by the YDS Board as the Implementation and Transition plans are completed.

The YDS Board recognizes there is a level of financial risk that has to be addressed. The General Manager will coordinate the development of the design process, implementation plan and a timeline for the rebranding of the Square, including the logo, website, signage, and relevant public art, and report back to the YDS Board of Management with a plan for implementation, education, and costing.

## **DECISION HISTORY**

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At its meeting on December 14, 2023 City Council approved "Sankofa Square" as the new name for Yonge-Dundas Square. Item 2023.MM13.29

<https://secure.toronto.ca/council/agenda-item.do?item=2023.MM13.29>

At its meeting on February 15, 2024 Yonge Dundas Square Board of Management Meeting #1, the Board approved the following motions:

The Board of Management receives Toronto City Council's direction as outlined in MM13.29 and adopts the new name "Sankofa Square" as selected by the City's Recognition Review Community Advisory Committee; *and*,

The Board of Management directs the YDS General Manager to work with the City of Toronto General Manager, Economic Development and Culture, to develop a design process and implementation plan and timeline for the rebranding of the Square, including the logo, website, signage, and relevant public art, and report back to the Board of Management with a plan for implementation, education, and costing.

( Minutes attached )

## **COMMENTS**

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At its meeting of June 14, 2023, City Council adopted [Item 2023.MM7.5 Governance Review of Yonge Dundas Square](#), directing the City Manager to conduct a review of the governance and operations model for Yonge Dundas Square (YDS), including but not

limited to considerations, such as publicly operating the Square in the same manner as Nathan Phillips Square. Council also requested YDS Board to not enter into new external funding agreements that may affect or alter the governance or operations of YDS until the City Manager's governance review has concluded.

City Council later adopted Item 2023.MM13.29 on December 13, 2023, to rename YDS to Sankofa Square, and for the YDS Board to report back on adoption of the new name to be submitted with the City Manager's YDS governance review report.

- The YDS Board has complied with the Council direction to adopt the new name of Sankofa Square at its February Board meeting, with directions for an implementation and transition plan to be brought to the Board at its April 2024 meeting, followed by both Board reports to the City aligned with the City Manager's report.
- The YDS's Board reports will be submitted with the City Manager's report back to Council.

Through the design and implementation plan presented in Item 7, the City and the Yonge-Dundas Square Board of Management is advancing the recommendations of the Toronto Action Plan to Confront Anti-Black Racism and demonstrating our commitment to make public spaces more accessible and welcoming for all Torontonians and visitors.

The renaming creates opportunities to honour, uncover and preserve stories, celebrate our diversity of culture and the heritage of Toronto's diverse communities. It allows us to strengthen, centre and acknowledge Black representation and leadership in local decision-making; and help Black residents feel connected to where they live.

## CONTACT

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For Yonge-Dundas Square: Julian Sleath - General Manager  
Email: [julian@ydsquare.ca](mailto:julian@ydsquare.ca)

## SIGNATURE

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Julian Sleath  
General Manager

## **ATTACHMENTS**

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YDS Board Meeting Minutes #1- February 15, 2024 – Board adopted new name.

YDS Board Presentation for Meeting #2 - April 11, 2024 – Interested Parties & Implementation Deck

YDS Board Meeting Minutes #2A- May 15, 2024 – Report For Action.

YDS Summary of Budget Scenarios & Timeline.

## YONGE-DUNDAS SQUARE

### BOARD OF MANAGEMENT MEETING MINUTES MINUTES #1

Held at City Hall at 100 Queen Street West, Toronto, Ontario and virtually  
on February 15, 2024 at 9:00 a.m.

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**Present:** Gideon Arthurs - Chair  
Aderonke Akande  
Brandon Arkinson  
Jeffrey Dea  
Ian Gemmell  
Chris Hodgson  
Sheila Jennings (joined at 10:07 a.m.)  
Kim McDonald  
Councillor Chris Moise  
Inspector Matt Moyer (joined at 10:26 a.m.)  
Emily Schimp  
Erin Smyth  
Samantha Summers  
Simon Wong

**By Invitation:** Julian Sleath - General Manager, YDS  
Anna Sebert - Manager of Operations, YDS  
Emily Atherton - Manager of Events & Outreach, YDS  
Bibiana Rico - Zoom Meeting Host, YDS  
Marnie Grona - Marketing and Communications, YDS  
Nicole Guy - Recording Secretary, MinuteTakers Inc.

**Guests:** Patrick Tobin - Economic Dev. & Culture, City of Toronto  
Amleet Mangat - Senior Project Mgr., EDC, City of Toronto

**Regrets:** Antoanela Culcearu

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#### 1. **CALL TO ORDER**

Proper notice having been given and there being a quorum present, G. Arthurs called the meeting to order at 9:00 a.m. and presided as Chair.

#### 2. **OPENING REMARKS**

- (a) *Chair's Opening Remarks* – All attendees were invited to introduce themselves.
- (b) *Disclosure of Conflict of Interest* – No conflicts of interest were declared.
- (c) *Indigenous Land Acknowledgment* – The Chair read out the Indigenous Land Acknowledgement:



- (c...) *"We acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Metis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit."*

### 3. **GOVERNANCE**

- (a) *Welcome and Mission* – The Chair welcomed all new Board members. G. Arthurs noted the changes in life in public spaces and the importance of rebuilding the bonds of civic affection to bind the community together and make good neighbours.
- (b) *Nominations for Executive Officers* – J. Sleath outlined the positions and current nominations. It was noted that no nominations had been received for the Treasurer position and S. Summers came forward.

On Motion by C. Moise and seconded by C. Hodgson it was,  
**RESOLVED THAT Officers be appointed as follows:**

- **Simon Wong** - **Vice Chair**
- **Kim McDonald** - **Secretary**
- **Samantha Summers** - **Treasurer**

Motion carried.

### 4. **APPROVAL OF PREVIOUS MINUTES**

- (a) *Regular Board Meeting* – The Chair asked for any errors or omissions in the minutes of the Board meeting of December 7, 2023 as circulated previously.

On Motion by C. Hodgson and seconded by C. Moise it was,  
**RESOLVED THAT the minutes of the YDS Board of Management meeting #7 dated December 7, 2023 be accepted as presented.** Motion carried.

- (b) *Special Board Meeting* – The Chair asked for any errors or omissions in the minutes of the special Board meeting of January 22, 2024 as circulated.

On Motion by C. Hodgson and seconded by C. Moise it was,  
**RESOLVED THAT the minutes of the YDS Board of Management meeting dated January 22, 2024 be accepted as presented.** Motion carried.

### 5. **DUNDAS RENAMING PROJECT**

P. Tobin and A. Mangat presented a review of the change of name from Yonge-Dundas Square to Sankofa Square, with highlights noted as follows:

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- (a) *Background* – City Council voted in July 2021 to rename Dundas Street and civic assets named for Dundas. The history and purpose of the Recognition Review Community Advisory Committee (CAC) was outlined for information.
  - (b) *Timeline and Direction* – A timeline of the project and future directions was provided. The CAC reached consensus on the new name for the Square in December 2023 and implementation is planned to be completed by 2025. Next steps were outlined for information, including considering additional names that may need to be changed.
  - (c) *Square Renaming* – Yonge-Dundas Square will be the first and most visible asset to be renamed, which will take place over 2024. The City of Toronto will work closely with YDS Management on this process.
  - (d) *Sankofa* – A member inquired why the CAC chose a name representing the black community rather than the indigenous community. It was clarified that this emerged as an early dynamic in the concerns about the “Dundas” name and its relation to the slave trade and, upon consultation, indigenous leadership agreed that this was the principal concern in addressing the harm in this matter.
  - (e) *Public Education* – A member inquired regarding YDS’ role in educating the public on anti-black racism as part of the renaming process. J. Sleath noted that, while YDS should not be the leader in the education campaign, YDS will work to support this education with the assistance of experts. P. Tobin advised that a team of consultants is being assembled to assist with the education aspect of this initiative and noted that financial support will also be provided by the City.
  - (f) *Implementation* – Concern was expressed regarding the timeline to complete the renaming and a member inquired whether there are any hard deadlines in place. P. Tobin noted that it is important to have this work completed in 2024 while still ensuring that the Square meets its mandate as a reflection of the City’s values. It was also pointed out that education regarding the concept of Sankofa is required to ensure it is properly understood and respected as part of this process. J. Sleath pointed out that the YDS Board of Management must also change its name, which will require several City by-laws to be amended to allow YDS to operate as a new entity.
  - (g) *Approval* – It was suggested that the proposed motion be amended to require that the City of Toronto provision YDS the cost estimates associated with this initiative. P. Tobin clarified that there are some Section 37 funds set aside for this project, but some additional work to secure the needed funds is still required.

*P. Tobin was thanked for presenting and excused from the meeting at 10:00 a.m.*

(g...) On Motion by S Wong and seconded by B. Arkinson it was,

**RESOLVED THAT:**

**1. The Board of Management receives Toronto City Council's direction as outlined in MM13.29 and adopts the new name "Sankofa Square" as selected by the City's Recognition Review Community Advisory Committee; and**

**2. The Board of Management directs the YDS General Manager to work with the City of Toronto General Manager, Economic Development and Culture, to develop a design process and implementation plan and timeline for the rebranding of the Square, including the logo, website, signage, and relevant public art and report back to the Board of Management with a plan for implementation, education, and costing. Motion carried.**

**6. GENERAL MANAGER'S REPORT**

J. Sleath provided a written report, with no discussion required.

**7. FINANCIAL MATTERS**

J. Sleath provided a financial update, with highlights as follows:

(a) *Audit* – Invoices and supporting documentation are being prepared for the audit.

(b) *Debt Recovery* – It was noted that there was one festival organisation whose payment was returned by the bank and they have been paying this back in smaller instalments; a debt recovery consultant has been engaged to manage this matter. Approximately \$168,000 is also owing to YDS relating to bus tours through the Square; it was suggested to work with the City to issue a default if they remain unresponsive.

(c) *Budget Update* – City Council has approved the proposed budget. YDS is currently in a positive cash flow position.

On Motion by S. Summers and seconded by B. Arkinson it was,

**RESOLVED THAT the unaudited Financial Statements for the period ended Q4 2023 be accepted as presented. Motion carried.**

**8. STAFF REPORTS**

**8.1 Marketing & Communications** – M. Grona provided a report, with highlights noted as follows:

(a) *Update* – M. Grona reviewed the recent impressions and social media campaigns. YDS is participating in cross-promotions with the Downtown Yonge BIA.

8.2 **Operations** – A. Sebert provided a report, with highlights noted as follows:

- (a) *Overview* – The role of the Operations Manager was outlined for information.
- (b) *Update* – Pre-season event preparation is currently in progress, including security and custodial refresh, as well as HVAC and maintenance repairs as needed.

8.3 **Events** – E. Atherton provided a report, with highlights noted as follows:

- (a) *Staffing* – A call has been put out to fill the vacant event coordinator role.
- (b) *Activations* – Some internal programming will be done depending on sponsorship and budget constraints, with the remainder being City and commercial events. 89 days are currently booked for 2024. There has been difficulty confirming large commercial activations coming out of the COVID-19 pandemic, but the team is working on outreach to commercial clients with available days and offers.
- (c) *Stakeholder Collaboration* – An update on upcoming events was provided. YDS will be partnering with TMU on an art installation.

## 9. **ADJOURNMENT FOR CLOSED SESSION**

9.1 **Adjournment of Regular Meeting** – The Chair requested a motion to adjourn the regular portion of the meeting and move to the confidential matters.

On Motion by C. Moise and seconded by B. Arkinson it was,  
**RESOLVED THAT the regular portion of the meeting be adjourned to allow the Board to meet in a closed session to discuss matters dealing with the security of the Board's property and other confidential matters.** Motion carried.

*The regular portion of the meeting was adjourned at 10:27 a.m. for a closed session.*

9.2 **Reopening of Regular Meeting** – After the closed session, the Chair requested a motion to reopen the regular portion of the meeting.

On Motion by C. Moise and seconded by B. Arkinson it was,  
**RESOLVED THAT the regular meeting be resumed.** Motion carried.

*The meeting then resumed at 10:45 a.m.*

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10. **OTHER BUSINESS**

No other business was brought before the meeting.

11. **DATE OF NEXT MEETING**

The next regular meeting of the Board will be held at City Hall at 100 Queen Street West, Toronto, Ontario and virtually on Thursday April 11, 2024 commencing at 9:00 a.m.

12. **TERMINATION**

There being no further business, the meeting was concluded at 10:46 a.m. on motion by C. Moise and seconded by B. Arkinson.

Gideon Arthurs - Chair  
Gideon Arthurs - Chair (May 28, 2024 16:00 EDT)

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Chair - Gideon Arthurs

April 11th 2024 - Approved at Board Meeting #2

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## YONGE-DUNDAS (SANKOFA) SQUARE

### BOARD OF MANAGEMENT MEETING MINUTES MINUTES #2.5

Held at City Hall at 100 Queen Street West, Toronto, Ontario and virtually  
on May 15, 2024 at 4:00 p.m.

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Present:	Gideon Arthurs Chris Hodgson Kim McDonald Councillor Chris Moise Emily Schimp Erin Smyth Samantha Summers Simon Wong Irene Gryniewski- Ex Officio Aderonke Akande - Ex Officio	Chair
By Invitation:	Julian Sleath Anna Sebert Emily Atherton Bibiana Rico Marnie Grona Nicole Guy	General Manager, YDS Manager of Operations, YDS Manager of Events & Outreach, YDS Zoom Meeting Host, YDS Marketing and Communications, YDS Recording Secretary, MinuteTakers Inc.
Guests:	Nadia Galati Helene Kwong Marilyn Nickel Patrick Tobin Amleet Mangat Karen Jones	Principal, SAFFY Strategist, SAFFY Strategic Communications, City of Toronto Economic Dev. & Culture, City of Toronto Senior Project Mgr., EDC, City of Toronto Agency Relations, City Manager's Office
Regrets:	Brandon Arkinson Jeffrey Dea Ian Gemmell Sheila Jennings Inspector Matt Moyer	

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The meeting was hybrid - in person and online.

1. **CALL TO ORDER**

Proper notice having been given and there being a quorum present, G. Arthurs called the meeting to order at 4:00 p.m. and presided as Chair.

2. **OPENING REMARKS**

- (a) *Disclosure of Conflict of Interest*- No conflicts of interest were declared.
- (b) *Indigenous Land Acknowledgment* - The Chair read the Indigenous Land Acknowledgement:

*"We acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Melis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit."*

*African Ancestral Acknowledgement* - Board member Councillor Moise read the acknowledgement.

*"The City of Toronto acknowledges all Treaty peoples - including those who came here as settlers - as migrants either in this generation or in generations past - and those of us who came here involuntarily, particularly those brought to these lands as a result of the Trans-Atlantic Slave Trade and Slavery. We pay tribute to those ancestors of African origin and descent."*

3. **YDS SANKOFA SQUARE DISCUSSION**

N. Galati and H Kwong of SAFFY were welcomed to the meeting to present the Sankofa Square Implementation Plan and facilitate a discussion regarding the ceremony and related events to mark the renaming.

- (a) *Scope of Implementation* - The interested parties map was presented for information. Members were invited to provide comments and suggestions for any changes, and to provide any personal or professional connections that may help support the Implementation Plan. A breakdown of the impact and influence of various groups was provided to guide communication and reporting. A member suggested including educational partners, particularly TMU, to access younger local demographics, and City departments relating to accessible communities. It was pointed out that the Black community must be kept central to this process. A member also suggested including tourist engagement in some way.
- (b) *Celebration/Ceremony* - Three scenarios were previously proposed, including a daytime or early evening event, a more expansive ceremony with introduction of programming supports from other partners, or a larger festival over a phased period. It is also proposed that an event for Emancipation Day be presented in collaboration with other related events already booked during August 2024. The

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Board agreed that the preference is to launch the renaming with a month-long celebration in August 2024, provided that the event can be appropriately produced with the limited lead time. A member suggested delegating the planning to turnkey partners who are aligned with the goals of the project.

- (c) *Education/Legacy* - Discussion ensued regarding how to build public awareness and whether convening an advisory group is required. It was suggested to integrate the renaming project with other events that relate to and/or support Toronto's diversity. It was agreed that a multi-pronged approach is necessary to reach the various stakeholders, and that a dedicated advisory group is not required. It was suggested to put out a call to various partners and artists to participate in creating materials.
- (d) *Budget* - Three scenarios were presented for consideration. It was agreed that the lowest scenario is not sufficient; Scenario 2 is supportable by the available YDS budget, and Scenario 3 may be possible to implement over a phased period with additional funding support.  
It was noted that the decisions made on events and education efforts will impact the budget, and partnership with other stakeholders and events is recommended to help alleviate costs. A member suggested asking for sponsorship assistance from corporate partners to bridge the funding gap between Scenarios 2 and 3, and attaching these partners as champions to the project or offering limited naming rights where possible.
- (e) *Timeline* - A draft implementation timeline was presented for review. It was agreed that while the renaming program should be launched on August 1, 2024, the efforts to support this initiative and build awareness should continue over the following year as the name change takes effect. Concern was expressed regarding the impact of the August program on the current timeline. ***Action: YDS to confirm the feasibility/availability of the August 1, 2024 Emancipation Day event with key partners, including the Toronto Mayor.***

*N. Galati and H Kwong were thanked and excused at 5:20 p.m.*

4. **YDS SANKOFA SQUARE IMPLEMENTATION BUDGET**

- (a) *Budget Approval* - It was agreed to move forward with Budget Scenario 2 as a base estimation, with the hope and expectation that additional funding can be sourced to support additional activities as outlined in Scenario 3. An estimated spend of \$350,000-\$750,000 for Phase 1 was proposed.

5. **SPECIAL MEETING - YDS SANKOFA SQUARE REPORT FOR ACTION**

The Chair advised that the only item on the agenda for the special meeting is discussion regarding the recommendations outlined in the Report for Action relating to the Sankofa Square renaming.

- (a) *Report for Action* - The YDS Staff Report for Action Renaming to Sankofa Square dated May 15<sup>th</sup> 2024 and recommendations were presented for review and approval. Given that the Board has discussed a preference for a new budget



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scenario between the proposed scenarios, it was suggested that this approval must be subject to development of a detailed financial plan. The recommendations of the Report for Action were amended and approved to reflect the budget revisions as discussed.

- i) On Motion by K. McDonald and seconded by C. Moise it was,  
**WHEREAS the Board recognizes that the legacy work of the Implementation Plan will continue beyond 2024, the Board recommends that YDS Staff work with the City of Toronto during the 2025 budget submission process to support an ongoing phased project;**  
**THAT Board instructs Management to evaluate the feasibility of the events, engagement, marketing, and celebration activities discussed in a range of \$350,000-\$750,000 including a strategy to seek external strategic partners for both additional funding and in-kind support.**  
Motion carried.
- ii) On Motion by S. Summers and seconded by E. Schimp it was,  
**RESOLVED THAT the the public release of any Confidential Attachments relating to the Renaming, once adopted by City Council, be approved.**  
Motion carried.
- iii) On Motion by C. Moise and seconded by S. Summers it was,  
**RESOLVED THAT the Board Secretary and YDS staff be authorized to forward the reports and the decisions of the Board on the adoption of the renaming of the Square to Sankofa Square on February 15, 2024, and its Implementation and Transition Plan as amended and approved by the Board to the City Manager, and request the City Manager to include these reports as part of the City Manager's report on the Agency's operations and governance model.** Motion carried.

6. SUMMER EVENT BOOKINGS

A list of confirmed and tentative events for Summer 2024 was presented for information.

7. TERMINATION

There being no further business, the meeting was concluded at 5:44 p.m. on motion by C. Moise and seconded by K. McDonald.

Gideon Arthurs - Chair  
Gideon Arthurs - Chair (May 28, 2024 16:01 EDT)

Officer

Date: May 23<sup>rd</sup> 2024

Kim McDonald - Board Secretary  
Kim McDonald - Board Secretary (May 28, 2024 16:04 EDT)

Officer

Date: May 23<sup>rd</sup> 2024

## High Level Implementation Timeline Summary

As at May 14-2024

Completed	Unknown / Not In Scope
Web (sankofasquare.ca) and social media domains registration (Dec 2023)	Bike Share Maps - changeover
YDS Board approval of name change (Feb 15)	TO 360 Pillar Maps - changeover
Branding Request for Expressions of Interest Issued (May 6)	
Onsite signage decommissioned (as of May 13)	TTC Station Name Change

# YDS to Sankofa Square Implementation Plan

Budget Summary

May-24

Category	Scenario 1 Minimal / Basic	Scenario 2 Medium / Moderate	Scenario 3 High Impact/Optimal
Branding inc website	75,000	125,000	200,000
Celebration	15,000	100,000	150,000
Public Art	None	None	100,000
Education	20,000	55,000	105,000
Infrastructure (Signage)	35,000	105,000	200,000
Legal	2,500	5,000	5,000
Wayfinding	Zero	Zero	Zero
Advisory	12,800	25,000	25,000
Staff	In house	40,000	180,000
<b>TOTAL:</b>	<u>\$160,300</u>	<u>\$455,000</u>	<u>\$965,000</u>
Less approved City Funding:	<u>35,000</u>	<u>105,000</u>	<u>105,000</u>
Projected Cost to YDS	<u>\$125,300</u>	<u>\$350,000</u>	<u>\$860,000</u>
Financial Risk to YDS	Low	Achievable	High