



The Corporation of the Town of Tecumseh

Corporate Services & Clerk

To: Mayor and Members of Council

From: Laura Moy, Director Corporate Services & Clerk

Date to Council: September 11, 2018

Report Number: CS-2018-26

Subject: 2018 Local Government Week

Recommendations

It is recommended:

That the Mayor **proclaim** the week of October 15 to 21, 2018, as Local Government Week (LGW) in the Town of Tecumseh (Town);

And that events and activities **be planned** for local elementary and secondary students to create awareness in local government and acknowledge its vital role and function in helping to shape the community;

And further that LGW activities and events **be posted** on the Town's website, Tecumseh App and Social Media pages (Facebook and Twitter);

And furthermore that Local elementary and secondary schools **be invited** to participate in the planned events.

Background

Traditionally, the Government of Ontario, together with the Association of Municipalities of Ontario (AMO) and the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) have organized LGW to be an annual event bringing elementary and secondary school students together to increase youth and public awareness about the important role local government plays in shaping our communities.

Since 2008, the Town has been an active participant in LGW.

Each year for LGW in the Town, local elementary and secondary school students are invited to participate in various scheduled events and contests. Events include scheduled Town Centre tours consisting of the OPP Station, Fire Hall and Town Hall. During the Town Hall tour, the Mayor gives a presentation to the students on local government, the role local government plays in their daily lives, and the various types of career opportunities associated with local government. This presentation is given in both English and French. In addition, students are encouraged to participate in various contests based on topics related to the theme of local government. Previous LGW contests have included essay and poster contests for elementary students, while secondary school students were encouraged to participate in essay, web page design, as well as poster and photo contests, with a variety of prizes available to be won at both the elementary and secondary school level.

The LGW first place elementary school essay contest winner has the opportunity to shadow the Mayor and become “Mayor for the Day”, and ride alongside the Mayor in the Town’s annual Santa Clause Parade. The second place elementary school essay contest winner has the opportunity to shadow the Deputy Mayor and ride alongside the Deputy Mayor in the Parade. As well, the poster contest winner has won a pizza party for their class. All winners have received a Tecumseh Prize Pack and were invited to attend a Regular Council Meeting where the winning poster was displayed publicly and the winning essays were read aloud. All winners were also presented with a certificate of accomplishment.

Local area secondary schools, Tecumseh Vista Academy and École secondaire catholique l’Essor, are also visited by Administration during LGW to make information available regarding current and upcoming career and volunteer opportunities, and information about the Youth Advisory Committee

Comments

LGW is a youth-focused campaign which aims to celebrate the important role municipal governments play in shaping our communities. The vision is an Ontario where youth are actively engaged in government as the next generation of the workforce and as future community leaders.

To draw participation and create awareness of the events and activities planned, Administration will once again be contacting area elementary and secondary schools to invite them to participate in the many fun and educational activities and contests planned for LGW 2018.

Building upon the success of prior years’ initiatives, the events for LGW 2018 will emphasize the development of resources geared towards education, getting youth interested and engaged with local government. To better engage high school students in LGW, Administration has partnered with members of the newly formed Youth Advisory Committee to help promote LGW amongst their friends and classmates, and act as liaisons between the Town and their schools. Administration is also looking to partner with local area businesses and service groups to help promote LGW and to garner potential sponsorships for the event.

During LGW, a variety of events and activities will be prepared and delivered to create awareness and draw participation. Activities include, but are not limited to, the following:

1. An official proclamation of Local Government Week in the Town of Tecumseh;
2. Poem and poster contests related to the theme of Local Government Week for elementary students;
3. Creation of a 'Tecumseh' Anthem or music video contest about the Town of Tecumseh for secondary students;
4. Town Centre tours of municipal facilities such as the Town Hall, Fire Hall, and OPP Station, enabling students to gain greater awareness of the Town's operations;
5. Presentations introducing students to the role and services provided by local governments, and creating awareness of the various careers in local government; and
6. Visits to local area secondary schools promoting LGW, providing information regarding upcoming career and community service opportunities (i.e. the Snow & Leaf Angels Program), and information regarding the Town's Youth Advisory Committee.

The winner of this year's elementary school essay contest will also become "Mayor for the Day", shadowing the Mayor to learn about the inner workings of the municipality and ride along with the Mayor in the Santa Clause Parade. The second place essay contest winner will likewise have the opportunity to shadow the Deputy Mayor for the day, and ride alongside the Deputy Mayor in the Parade. The winners will also receive a Town Prize Pack and have an opportunity to read their submissions at a Regular Council Meeting. Schools with the highest participation will earn a free skate party at the Tecumseh Arena for all participating classes.

Winners of this year's LGW secondary school contests will receive a Tecumseh Prize Pack and select winners will have their submissions utilized as promotional material for the Town.

Town Centre tours will be scheduled following the 2018 Municipal Elections.

To bring awareness of the Town's participation in Local Government Week it is recommended that the Mayor be authorized to proclaim the week of October 15 to 21, 2018, as Local Government Week in the Town of Tecumseh (**Appendix 1**).

As activities are planned, it is also recommended that the local media be informed through media advisories in accordance with the Town's Communication Policy, and that information relative to events and activities being organized for LGW be posted to the Town's website, Tecumseh App, and linked to its Social Media Pages (Facebook and Twitter).

Consultations

Youth Advisory Committee

Financial Implications

Any costs associated with LGW are included in the Clerk's Department Budget.

Link to Strategic Priorities

Applicable	2017-18 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input type="checkbox"/>	Ensure that the Town of Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of the Town of Tecumseh's plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input checked="" type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☐

Website ☒ Social Media ☒ News Release ☒ Local Newspaper ☒

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

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Services & Clerk

Reviewed by:

Laura Moy, Dipl. M.M., CMMIII HR Professional
Director Corporate Services & Clerk

Recommended by:

Tony Haddad, MSA, CMO, CPFA
Chief Administrative Officer

**Attachment
Number**

1

**Attachment
Name**

Proclamation