

25TH REPORT OF THE COMMITTEE OF THE WHOLE

Meeting held on July 27, 2011 commencing at 9:10 a.m.

PRESENT: Mayor J. Fontana and Councillors B. Polhill, W.J. Armstrong, J. B. Swan, J.L. Baechler, N. Branscombe, M. Brown, P. Hubert, D.G. Henderson, D.T. Brown, H.L. Usher, J.P. Bryant and S. White and L. Rowe (Secretary).

ALSO PRESENT: J.A. Fielding, M. Hayward, J.M. Fleming, E. Gamble, K. Graham, S. Houde, C. Howard, C. Keller, L. Livingstone, V. McAlea Major, C. Saunders and R. Wilcox.

I YOUR COMMITTEE RECOMMENDS:

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| Vision Statement | 1. That the Chief Administrative Officer BE REQUESTED to report back with refinements to the City of London's current Vision Statement that would include: <ul style="list-style-type: none">(i) revised wording that speaks to where the City of London wants to be, rather than how the City of London sees itself today;(ii) more concise and more dynamic wording (e.g. creative, enthusiastic, compassionate);(iii) greater distinction between "growing" and "growth"; and(iv) emphasis on economic prosperity, quality of life, opportunity, inclusiveness (e.g. age, culture, etc.), sustainability/green, neighbourhoods, owning London's strengths. |
| City of London Civic Brand | 2. That the Chief Administrative Officer BE DIRECTED to undertake a civic engagement process to update the style of the City of London's logo; it being noted that the Chief Administrative Officer provided the <u>attached</u> handout with respect to the elements of London's civic brand; it being further noted that the Committee of the Whole identified the following additional elements that should be attributable to the City of London's civic brand: green/sustainability; opportunity, healthy/health, diversity, "growing". |
| Council Values | 3. That the Council values of open and accountable government, citizen engagement, fiscal responsibility and respect and integrity BE ADOPTED and additional work BE UNDERTAKEN with respect to setting expectations for Council Members as it relates to the aforementioned values. |
| Annual Report Card/Progress Report | 4. That the Chief Administrative Officer BE DIRECTED to incorporate target setting into the annual Report Card/Progress Report. |
| Strategic Priorities | 5. That the Chief Administrative Officer BE REQUESTED to consider the comments of the Council Members related to strategic priorities for the City of London, in consultation with local agencies, and report back with a suggested priority listing and a proposed budget for undertaking a public survey to further refine the City of London's strategic priorities. |
| Major Initiatives | 6. That the following actions be taken with respect to major initiatives for the 2011-2014 Municipal Council: <ul style="list-style-type: none">(a) the following matters BE IDENTIFIED as the short list of major initiatives for the 2011-2014 Municipal Council:<ul style="list-style-type: none">(i) Downtown Investments: new City Hall, Performing Arts Centre, downtown presence for the University of Western Ontario);(ii) London Gateways: bus rapid transit expansion/initiatives, Transportation Master Plan, Veterans Memorial Parkway lands with servicing, Veterans Memorial Parkway/Bradley Avenue interchange, Hwy #401/Colonel Talbot land; overpass;(iii) Economic Initiatives: Southwest Area Plan, food innovation |

strategy and digital media; and

- (iv) Community Program: SOHO Community Plan, Ontario Works in the community, green bin program and 311;
- (b) the Civic Administration **BE DIRECTED** to report back with a financing plan for the matters noted in (a), above.

II YOUR COMMITTEE REPORTS:

CAO Presentation
– Strategic
Planning

- 7. That the Chief Administrative Officer provided the attached presentation with respect to strategic planning for the City of London.

The meeting adjourned at 4:42 p.m.