

<b>TO:</b>	<b>CHAIR AND MEMBERS FINANCE AND ADMINISTRATIVE SERVICES COMMITTEE MEETING ON SEPTEMBER 24, 2012</b>
<b>FROM:</b>	<b>CATHY SAUNDERS CITY CLERK</b>
<b>SUBJECT:</b>	<b>LOCAL GOVERNMENT WEEK, OCTOBER 14-20 2012</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the City Clerk, the Civic Administration **BE DIRECTED** to develop, host and promote a “Join the Mayor/Councillor for the Day” trivia contest as part of Local Government Week (October 14 to 20, 2012) in order to foster greater public education regarding local government.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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None.

<b>BACKGROUND</b>
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Local Government Week is a one-week campaign that seeks to celebrate the key role that Ontario’s local governments play in defining the character and quality of life of our communities. Local Government Week which is sponsored by the Ministry of Municipal Affairs and Housing (MMAH) and the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO), helps “put a face” on local government elected officials and staff, engages youth and creates an interest in community leadership.

This year, Local Government Week takes place October 14 to 20, 2012. To celebrate Local Government Week, the Civic Administration is recommending that we host an online trivia contest, with the grand prize being “Join the Mayor/Councillor for the Day.”

The “Join the Mayor/Councillor for the Day” contest would be open to all Londoners, with particular emphasis on youth participation. Questions would be based on material covered in the City’s “Civics 101” YouTube videos.<sup>1</sup> All complete and correct entries would be placed into a draw for the grand prize. The winner would have an opportunity to spend a day (or a significant portion of a day) at City Hall, with the Mayor/Councillor (Mayor and Councillors who wish to participate), to learn more about how Local Government operates and participate in the daily work of municipal government.

The contest would run during the course of Local Government Week, with the winner announced on Friday, October 19, 2012. The date for the winner to experience joining the Mayor/Councillor” as they carry out their responsibilities will be determined by the Mayor and individual Councillors.

<b>RECOMMENDED BY:</b>	<b>CONCURRED BY:</b>
<b>CATHY SAUNDERS CITY CLERK</b>	<b>ELAINE GAMBLE DIRECTOR, COMMUNICATIONS</b>

<sup>1</sup> The “Civics 101” Playlist can be viewed on YouTube at <http://www.youtube.com/playlist?list=PLC353F2A8D344F868&feature=plcp>.