

To: Community Services Committee

From: Ron Diskey, Commissioner,
Community Services Department

Report Number: CS-19-81

Date of Report: June 13, 2019

Date of Meeting: June 18, 2019

Subject: Selection of the 2019 E.P. Taylor Windfields Farm Champion Award and Streamlining the Process of Various Awards Programs

File: F-4220

1.0 Purpose

The purpose of this report is to present the nominees for the E. P. Taylor Windfields Farm Champion Award Program to the Community Services Committee for their selection of an E.P. Taylor Windfields Farm Champion for 2019 and to seek approval to streamline the existing awards program.

Attachment 1 provides the procedures and criteria for recognition of the E.P. Taylor Windfields Farm Champion award.

Confidential Attachment 2 contains the nominations for consideration for the 2019 E.P. Taylor Windfields Farm Champion award.

2.0 Recommendation

That the Community Services Committee recommend to City Council:

1. That the Community Services Committee select the 2019 E. P. Taylor Windfields Farm Champion Award from the nominations presented in Report CS-19-81 dated, June 11, 2019 for Council approval.
2. That the selected recipient be presented the 2019 E. P. Taylor Windfields Farm Champion Award at a future Council meeting in 2019.
3. That based on Report CS-19-81 dated, June 11, 2019 promotion, deadline and recognition methods for the E.P Taylor/ Windfields Farm Champion Award, Culture Counts Awards and Community Legend Award be streamlined as per the approach identified in Section 5.4 of this report resulting in a more efficient

and focused approach to the award programs that Recreation and Culture Services currently oversees.

3.0 Executive Summary

At its meeting of February 22, 2016, Oshawa City Council approved the “Proposed Program for Honouring the Windfields Farms Legacy” (DS-16-23). The Program for Honouring the Windfields Farms Legacy contains initiatives and activities that aim to commemorate and honour the history of Windfields Farms.

The Program for Honouring the Windfields Farms Legacy contains over thirty initiatives which are categorized into four sections including Preservation, Education, Events and Commemoration. Each category is further sub-divided according to which organization (City, UOIT or other) may take a leadership role for the action item.

This report is specific to the City-led action item to “Create an E.P. Taylor/ Windfields Farm Champion Award for someone who exemplifies innovation and has overcome adversity”.

4.0 Input From Other Sources

N/A

5.0 Analysis

5.1 Background

At its meeting of February 22, 2016, Oshawa City Council approved the “Proposed Program for Honouring the Windfields Farms Legacy” (DS-16-23):

1. That the 2016 Proposed Program for Honouring the Windfields Farm Legacy, as generally set out in Attachment 1 to Report DS-16-23 dated February 3, 2016 be approved.
2. That, pursuant to Report DS-16-23 dated February 3, 2016, any financial implications resulting from the Proposed Program for Honouring the Windfields Farm Legacy be addressed through annual Capital Budget and Forecast and Operating Budget submissions to Council or through separate staff reports on certain items as appropriate.”

The development of the “Proposed Program for Honouring the Windfields Farms Legacy” was conducted in collaboration between City staff and Heritage Oshawa.

The proposed action items were a result of significant consultation and partnership with the public and other institutions (including University of Ontario Institute of Technology - Ontario Tech, Durham College, Minto Communities, RioCan Management Inc., Tribute Communities Inc., Robert McLaughlin Gallery, Oshawa Historical Society (Oshawa Community Museum), Windfields Farm News and Notes and Representatives of the E. P. Taylor family.

In 2018, the City launched the E.P Taylor/Windfield Farms Champion Award program and Mr. Gary Polansky was the recipient and recognized for the award in its inaugural year.

5.2 Eligibility and Criteria

The E.P. Taylor/Windfield Farms Champion criteria is listed in Attachment 1.

5.3 Communications

Nominations were received in response to promotion of this program through the City of Oshawa's website, social media channels, and the Culture Counts newsletter. In addition, posters and postcards were placed at City of Oshawa recreation facilities. Advertisements for the award were placed in both the Oshawa This Week and Oshawa Express newspapers and media releases were circulated to news/ media outlets and partners. City staff circulated the opportunity via email to organizations, stakeholders and other community members to increase awareness of the award. The nominations received form Confidential Attachment 2 to this report.

5.4 Considerations for E.P Taylor/Windfield Farms Champion Award, Culture Counts Awards and Community Legend Award

The Recreation and Culture Services Branch currently oversees the nomination and submission process for three awards programs including the E.P Taylor/Windfield Farms Champion Award, the Culture Counts Awards and the Community Legend Award.

Each award program has a separate set of criteria, nomination, selection process, recognition and timeline. The unique aspects for each program are a strength to the awards. For example, each award program has a unique set of criteria and eligibility. Additionally, the Cultural Leadership Council oversees the review and jurying for the Culture Counts Awards and this practice should remain as the partnership with the Cultural Leadership Council has been beneficial to the success of the awards program.

However, it would be beneficial to bring all three awards program under one umbrella of promotion and recognition.

Currently, each program is marketed to the public independently with separate deadlines and timing for recognition. By promoting all the awards simultaneously with one deadline, City staff will be able to better utilize promotional resources. This will also streamline the recognition of the awards into one report and one evening of recognition at an Oshawa City Council meeting that would celebrate all awards recipients.

It is recommended that the E.P. Taylor/Windfield Farms Champion Award only be given out once per term of Council rather than annually.

Starting in 2020, it is also recommended that the streamlined approach (e.g. combined deadline, promotions, etc.) be established under the following timeline and to be followed annually each year afterwards:

- January:
 - Launch of Awards Programs via City website, social media, advertisements, newsletters and media releases.
 - Nomination forms available online through awards website and at recreation centres, libraries and OSCC55+ Centres
 - Members of the public are invited to submit nominations.
- February:
 - Nominations deadline and all submissions by the public are due.
- March:
 - Cultural Leadership Council jury process for Culture Counts Awards only to select the Culture Counts Awards recipients.
- April:
 - Report submitted to Community Services Committee who select the E.P Taylor Award/ Windfield Farms Champion (4th year of Council term only) and Community Legend Award
 - Council approval of Community Services recommendation.
- May:
 - Recognition of all awards recipients at City Council Meeting.

6.0 Financial Implications

There are no financial implications resulting from the recommendations contained in this report.

7.0 Relationship to the Oshawa Strategic Plan

This report addresses the Oshawa Strategic Plan by responding to the goal of “Social Equity” and the related theme of “Enrich Our Community Through Diversity” by recognizing the volunteer sector and engaging citizens of all ages through the nomination process.

The report addresses the Oshawa Arts Culture and Heritage Plan by responding to the goal “Building Strong, Vital and Connected Arts, Culture and Heritage Sector” and related strategy of “Continue to look for opportunities to leverage partnerships in the arts, culture and heritage sector” by recognizing the volunteers/groups that are engaged and have been nominated through the process.



Ron Diskey,,
Recreation and Culture Services



Ron Diskey, Commissioner,
Community Services Department

EP Taylor/ Windfields Farms Champion Award – Proposed Award

Purpose of Award:

- In 2016, Council approved the Proposed Program for Honouring the Windfields Farm Legacy (Report DS-16-23).
- The EP Taylor/ Windfields Farm Champion Award celebrates someone who exemplifies innovation and has overcome adversity.

Criteria:

- Recipient lives or works in Oshawa OR collaborates with an Oshawa-based organization.
- City of Oshawa employees are not eligible for the award, but may nominate individuals.
- The recipient must exemplify innovation. This could include:
 - Developing and implementing new ideas into tangible initiatives, programs or projects in the community;
 - Leading transformational change that has impacted the community;
 - Innovation may focus on technological products, organizational change, or social impact.
- The recipient must have demonstrated an ability to overcome adversity in their journey.

Nominations must:

- Identify the merit of the individual being nominated.
- Provide evidence of the impact of the individual's innovation on the community.
- Provide evidence of the individual's ability to overcome adversity.
- Provide evidence of recognition by the local community.
- Describe the individual's career path and/ or organizational background.

Nomination Process:

- Nominations must include a summary that adequately describes the individuals' innovation, or contribution to the community through innovation. The summary must also describe how the individual overcame adversity and struggle to succeed with the innovation.

Recognition:

- Award and certificate presented as part of a Council meeting, currently identified in May (as per Report DS-16-23).
- The award includes an etching of Northern Dancer.
- Award recipient identified on City website and through media release as well as Social Media.