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**Date:** Wednesday, February 16, 2022

**From:** Carly Craig, Deputy Clerk

**Subject:** Community Milestone Recognition (Mayoral Certificates)

### Informational Report

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#### Analysis

The Township issues certificates to residents for anniversaries and birthdays upon request, which are signed by the Mayor. These requests are typically received by phone or in writing to the Clerk's Department, who will issue a certificate to the requestor. The Township does not advertise the availability of these certificates in a formal manner, have an established criteria for certificate issuance, certificate template, or an online request form available to the public. On average, staff process 20 certificate requests per year.

Staff have identified the need to create uniform certificate templates and an administrative policy to guide staff in the issuing of certificates. This policy also ensures that this information is more accessible to the public, and requests to staff are streamlined.

Aspects of this policy were inspired by municipalities with similar programs in place, including the business milestone recognition program at the Town of Wasaga Beach, the grand openings and special events request program at the Municipality of Grey Highlands, and business recognition and general milestone recognition policies at the Municipality of Meaford.

Residents may request certificates signed by the Mayor for a business milestone, birthday, anniversary, or graduation. The criteria for these certificates are flexible to allow a variety of milestones to be celebrated, criteria for each certificate category are as follows:

- Business milestones including grand openings, first year of business, and milestones increasing in 5-year intervals thereafter (5<sup>th</sup> year, 10<sup>th</sup> year, 15<sup>th</sup> etc.).
- Birthday milestones including first birthdays and milestones increasing in 5-year intervals.
- Anniversaries including first anniversaries and milestones increasing in 5-year intervals.
- Graduations from public, secondary, and post-secondary schools.

A dedicated section of the website will be developed and will contain a form for requests according to the criteria outlined in the policy. The section will also contain all relevant information related to certificate issuance guidelines. By placing this on the website, residents will have information and the request form at their fingertips and be more informed about the availability of this service.

For clarity, the proposed policy simply formalizes an existing practice, thereby streamlining processes for administrating staff and the public. This report and policy are presented for Council's information only.

### Financial Impact

Costs associated with this program are minimal. Costs associated with administering this program include the cost to produce the certificate (ink and specialty paper), staff time, and postage.

### Strategic Priorities

The Township of Georgian Bluffs is committed to building community. Such a program provides opportunity for the Township to show pride in the achievements of its residents. Additionally, publishing the certificate criteria and creation of an online form enhance an existing service by making it accessible online.

Respectfully Submitted:

Carly Craig, Deputy Clerk

## Report Approval Details

Document Title:	Community Milestone Recognition Certificates.docx
Attachments:	<ul style="list-style-type: none"><li>- Policy - Milestone Certificate.docx</li><li>- Anniversary (5).pdf</li><li>- Birthday.pdf</li><li>- Business.pdf</li><li>- Graduation.pdf</li></ul>
Final Approval Date:	Feb 11, 2022

This report and all of its attachments were approved and signed as outlined below:

Brittany Drury, Director of Corporate Services / Clerk

Cynthia Fletcher, Chief Administrative Officer