

THE REGIONAL MUNICIPALITY OF YORK

**REPORT NO. 9
OF THE REGIONAL COMMISSIONER OF FINANCE**

**For Consideration by
The Council of The Regional Municipality of York
on June 23, 2005**

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CHARACTER COUNCIL BOOK INITIATIVE
INTERIM FINANCING**

1. RECOMMENDATIONS

It is recommended that:

1. The Region provide interim financing from the Innovation Reserve Fund in the amount of \$50,000 to the Character Council Book Initiative.

2. PURPOSE

The purpose of this report is to recommend interim financing for the York Region Character Council Book Initiative, pending the eventual sale of the book.

3. BACKGROUND

At the June 2nd Finance & Administration Committee, staff was directed to prepare a report to Council in response to a request from Mayor Don Cousens, Chair of the Character Council for funding of a book to chronicle York Region's Character Community Initiative.

4. ANALYSIS AND OPTIONS

The Character Council is proposing to publish a book to chronicle the successes achieved by the Council since commencing this effort in January 2005. The target audience would include businesses, education, health care, community groups, and religious groups. The intent is to provide documentation for other municipalities and school boards considering the Character community concept.

5. FINANCIAL IMPLICATIONS

The Character Council has prepared a budget of approximately \$50,000 for the production, printing, publishing and marketing the book. They propose a production of 5000 books to be sold at \$15.00 each. This would realize a net profit of \$25,000 following recovery of costs.

It is recommended that the Region advance the funds necessary to commence the production of this book from the Innovation Reserve Fund, and that these funds be repaid from the eventual sale of the books.

6. LOCAL MUNICIPAL IMPACT

Most York Region municipalities have engaged in activities that build on the Character Community Initiative. This report has no financial implications to local municipalities.

7. CONCLUSION

This report recommends the interim financing of a book to be created by the York Region Character council to chronicle the history and successes of York Region's initiative to create a character community.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)

Respectfully submitted,

**June 16, 2005
Newmarket, Ontario**

**Sandra Cartwright
Commissioner of Finance**

(Report No. 9 of the Commissioner of Finance was adopted, without amendment, by Regional Council at its meeting held on June 23, 2005.)

May 26, 2005

To: Chair Bill Fisch ✓
York Region

Copy: Mayor Tim Jones
Town of Aurora

From: Mayor Don Cousens
Chair, Character Council

Subject: York Region Character Council Book Initiative

As could be appreciated by Council in the presentation on Character Community at the last council meeting, the initiative taken by York Region in creating and founding the first Character Council in Canada is beginning to have a meaningful impact on all our communities.

In the four years since the Character Council of York Region was formed we have witnessed increasing understanding of the programme:

- The York Region Public and Separate School Boards are reaching out to all young people in the Region.
- Both the York Region Newspaper Group and Rogers Cable are outstanding supporters giving wide coverage to various projects and events.
- Successful programmes such as the Character Community Day in the Fall, the second Character Conference in April, and the Character Programmes targeted to businesses, families and organizations are resulting in increased awareness and effectiveness.
- Most York Region municipalities and York Region itself are now engaged in the activities that build on the foundational values of good character.
- Positive change is being seen in every community.

What we have accomplished in York Region is by above and beyond any success that we have been able to identify in the hundred or so Character Communities in the United States. We have broken new ground in so many ways:

- York Region's Character programme is a secular-based approach that respects all religions and cultures.
- Both school boards are totally committed giving coverage to young people over the entire Region.
- The cooperation of all sectors – police, municipal, region, education and business, gives great credibility to the importance of character in action to everyone in York Region.
- The processes we have followed in enlisting leaders from a cross section of the community gives excellent credibility to all that the Character Council does.

We fear that all we have done in the last four years could be lost because people are now moving on. There is danger that new communities that are interested in the Character initiative may have to do the trial and error that we have now successfully overcome. The book we are in the process of writing could be used as a text book for other communities, for participants in York Region, and anyone interested in working with character in their family, business or workplace.

The Character Council has proposed that a book be written to share the story. The concept of having Character Communities is now being considered by other municipalities and school boards across the Province and there is discussion that York Region's Character programme could become a Canada-wide movement with the support of the federal government.

Book Project Outline

Purpose: To chronicle and celebrate York Region's Character Community initiative and to inspire a broader cross-section of "character" involvement from communities within Ontario and across Canada.

Audience: general-business, education, health care, community, religious.

Title: to be determined

Dedication: to be determined

Written by: Mayors Don Cousens and Tim Jones, Brenda Larson, Bob McCulloch, John Havercroft, Carol Gallimore, Sue Smitko, Darren Greenspoon, Lois Tori, Marilyn Scott and success story authors, including Kathleen Redmond and Michael Slodovnick.

Graphic design and book layout: Partnership Marketing – Craig and Chuck McOuat.

Printing: The Incredible Printing Group.

Book Length: 120 pages

Size: 8.5" X 5.5"

Details: colour cover (soft), black & white text, images to be determined, perfect bound, print run of 5,000.

Editor/Project Manager: Christine Tomaselli

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Book Layout

Introductory pages to include: book title, legalities, dedication, table of contents, acknowledgements, forward/introduction.

Chapter length: working with approximately 110 pages = approx. 8-10 pages/contributor @ 200 words per page = approx. 1,600 – 2,000 words per contributor (allowing space for images).

- Forward – Mayor Don Cousens
- 1. Importance of Character – Mayor Tim Jones
- 2. The York Region Story – Brenda Larson
- 3. Values – Bob McCulloch
- 4. York Region District School Board – John Havercroft
- 5. York Catholic District School Board – Carol Gallimore
- 6. Character is Community – Sue Smitko
- 7. Character in Family – Darren Greenspoon
- 8. Character in Business – Lois Tori
- 9. Success Stories – Marilyn Scott
- 10. Resources

Schedule for project:	May-July:	writing/editing/book design
	July-August:	final book design and final approvals
	September:	book to print for October distribution

Financing:

The total cost of producing, printing, publishing and marketing the book will be approximately \$50,000. The book itself will have a market value of approximately \$15 each, a \$25,000 net profit if all 5,000 can be sold. All profits will be returned to the Character Council of York Region.

If the Council had been successful in obtaining a non-profit status, it would have been possible to solicit sponsorships, but regretfully we are still in the process of applying for this status.

The book costs are as follows:

Partnership Marketing – Graphic Design and Layout
\$10,000 + GST (PST only if we have to purchase images)

Incredible Printing - \$8,400 + GST & PST

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Editor/Project Manager - \$22,000 – no taxes

Advertising and Marketing - \$8,000

Total: \$48,400 = \$9.68/book for 5,000 books (without advertising and
Marketing book cost is \$8,000)

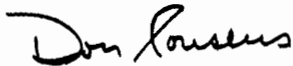
Additional costs for shipping.

Recommendation:

I request that York Region Council approve the above expenses in the order for the book to proceed. After all outstanding costs are paid, any profits will be directed to the Character Council of York Region.

Your consideration on this proposal will be much appreciated.

Yours sincerely

A handwritten signature in black ink, appearing to read "Don Cousens". The signature is fluid and cursive, with the first name "Don" and last name "Cousens" clearly distinguishable.

W. Donald Cousens