



Policy

Policy Name: Member of Council Events Policy
Policy Owner: Director, Financial Services/Treasurer
Approved by: Council
Effective Date: upon approval by Council
Date of Last Revision: new
Review Date: as required

Purpose:

The purpose of this policy is to establish rules for all Council-led Events that ensure fairness, accountability and transparency.

Policy Principles:

1. Council-led Events are to be transparent and accountable.
2. Council-led Events are not to be directly funded from any City budget.
3. Council-led Events will be consistent with the principles and rules of the Council Code of Conduct.
4. Council-led Events planning and delivery will be governed by the Service Level Agreement between the Events and Marketing Services Section of the Community Services Department and the Mayor and Members of Council.

Definitions:

In this Policy, the following words have the associated meaning:

“City-led events” are planned and delivered by Staff, other than Council-led Events, and generally have a broad community or celebratory focus. Funding for the events comes from the municipal operating budget.

“Council-led events” are planned and delivered by a Member (or by a Member and Staff acting on behalf of a Member) and do not have a broad community focus or relate to the business, services or decisions of Council or Richmond Hill. Funding for the events comes from community sponsorship. Council-led events are categorized into three streams as follows:

Private or Events by Invitation – main objective being to raise profile for a Member to a select audience where there is or is not a charitable fundraising component.

Cultural Events – main objective being to raise profile for a specific ethnic or sociocultural audience where there is or is not a charitable fundraising component.

Ward or Themed Events – main objective being to create interaction with residents within a local community where there is or is not a charitable fundraising component.

- “Community-led events” are planned and delivered by a local community group, not-for profit organization, corporation or any other for-profit organization to support their larger purpose or for meeting a community need. These events are fully funded by the organizer with applicable City fees charged according to the Council-approved Tariff of Fees By- law.
- “Council” means the Council of the Corporation of the City of Richmond Hill.
“Election Period” means, in the year of a regular municipal election, the date that begins on Nomination Day and ends on Voting Day as defined in the *Municipal Elections Act, 1996*.
- “Event Account” means one or more accounts established by the Treasurer for the purpose of tracking all revenue and expenditures related to a Member’s Council-led Events.
- “Member” means a person who has been elected or appointed to an Office on Council, including the Mayor, a Regional & Local Councillor, or a Local Ward Councillor.
- “RHhub system” the City’s Enterprise Resource Planning system
- “Richmond Hill” means the Corporation of the City of Richmond Hill.
- “Richmond Hill Facilities” means all lands, buildings and other structures owned, leased, operated or otherwise controlled by Richmond Hill, and things growing upon or affixed thereto, including, but not limited to, all Richmond Hill administrative offices, operation centres, community centers, parks and sports fields, libraries and highways.
- “Richmond Hill resources” includes any and all Richmond Hill Facilities, Staff and tangible and intangible goods and/or services owned, controlled, leased, acquired, or operated by Richmond Hill including but not limited to furnishings, materials, equipment, monetary funds (including any budget allocated to a Member by Council), technology, information technology systems and resources, databases, intellectual property, supplies and all services provided to Richmond Hill by third parties.
- “Staff” means all full-time and part-time persons hired by Richmond Hill including the City Manager, Commissioners, Directors, Managers, Supervisors, Salaried Employees’ Association Staff, Members of C.U.P.E. Local 905, members of Richmond Hill Professional Fire

Fighters Association, Local 1957, Administrative Staff, contract and temporary employees, students, co-op placement Staff, volunteer, and hired contractor;

“Service Level Agreement” a commitment whereby roles and responsibilities related to Council-led Events are agreed upon between Staff and Members of Council.

Scope

This Policy applies to all Council-led Events. This policy does not apply to City-led or Community-led Events.

Policy

1. General

- 1.1. Members’ are committed to complying with this policy, including the principles of this policy, in respect to all Council-led Events.
- 1.2. Council-led Events provide opportunities to create a social interaction with residents, be community focused and attract a wide range of patrons. These events may also provide community benefits as outlined in Section 6.
- 1.3. Members are committed to sharing available Richmond Hill resources equally between all Council-led Events. It is recognized that events routinely scheduled by the Office of the Mayor will have priority in the use of Richmond Hill resources.
- 1.4. Council-led Events specifically for local charities or organizations shall be managed by the local charity and not within the City’s Event Accounts.
- 1.5. The responsibility for determining the appropriateness of sponsorship and expenses rests with the individual Member of Council. Each Member of Council is accountable to the public.

2. Planning and Scheduling

- 2.1. In a calendar year, Members’ may hold two one-day Council-led Events or one two-day Council-led Event. Where a regular annual event organized by the Office of the Mayor for several years prior to the adoption of this policy would generally qualify as a Council-led Event, they are exempt from these limits in this section Events should not conflict or indirectly reflect any existing City-led events.
- 2.2. Members are entitled to host one one-day Council-led Event in the year of a regular municipal election, but not during the Election Period.
- 2.3. Events & Marketing Services, in accordance with the Service Level Agreement, will support

Ward or Themed Council-led Events as defined in this Policy where requested. Members must verify with Events & Marketing Services before planning begins, the timeframe of their event does not interfere with another City-led, Council-led, or Community-led events already scheduled. In the event a conflict arises, the Member may, without support from Staff, hold their event.

- 2.4. Members, with any Staff in their office or any community or charity volunteers, are responsible for all aspects of the planning and delivery of a Council-led Event as outlined in the Service Level Agreement.
- 2.5. If a Member requests support from Events & Marketing Services, the Manager of Events & Marketing Services will evaluate the size and scope of the proposed Council-led event and determine if support is feasible with existing resources prior to committing to support the Council-led Event.
- 2.6. The Manager of Events & Marketing Services will identify for each Council-led event what services and support will be provided in accordance with the Service Level Agreement.

3. Financial - General

- 3.1. No Richmond Hill financial resources (including any Council approved budget) shall be used to fund a Council-led Event. All of the expenses related to Council-led Events, including any associated lieu or overtime for Staff, shall be fully funded through community sponsorship.
- 3.2. Members will develop and maintain a budget for each Council-led Event to include any costs incurred according to the City's Council-approved Tariff of Fees By-law.
- 3.3. The Member will track and report on separately each Council-led Event.
- 3.4. If the community sponsorship for a Council-led Event exceeds the costs incurred for the event, the surplus funds may be allocated by the Member to:
 - (a) another Council-led Event held within 12 months of the event with a surplus; or
 - (b) a community benefit as set out in section 6 of this policy.
- 3.5. The provisions of goods and services by external parties in support of a Council-led Event should not create undue risk for the City. Any external supplier of goods and services will be required to provide insurance to the satisfaction of Staff who are responsible for administering Richmond Hill's risk management program.
- 3.6. All revenues and expenditures related to a Council-led Event will flow through one or more Event Accounts as determined by the Treasurer. All Event Accounts will have a zero balance at the end of each Term of Council.
- 3.7. The year-end unencumbered balance in a members' account shall not exceed \$25,000.

4. Financial - Sponsorship

- 4.1. Members are responsible for selecting the sponsors for Council-led Events. Members are committed to ensuring that each sponsor selected:
 - (a) will not create a real or perceived conflict of interest for the Member or Richmond Hill;
 - (b) does not offer any financial benefit for the Members' immediate family (spouse, child, step-child, brother, sister or grand-parent);
 - (c) is otherwise compliant with the Council Code of Conduct and any other legislation;
 - (d) is not operating contrary to any Richmond Hill Policy; and
 - (e) who consent to the public disclosure of their name and sponsorship amount.
- 4.2. A Member, or Staff acting on behalf of a Member, shall not solicit sponsorship for Council-led Events during the Election Period.
- 4.3. In a calendar year, sponsorship from any one source shall not exceed \$7,500.
- 4.4. Each member shall have an annual fundraising limit of \$60,000.
- 4.5. Members are responsible for identifying sponsorship benefits for Council-led events and to communicate to Staff the details of these benefits where it does/may impact the areas of responsibility within the Service Level Agreement.
- 4.6. Members are responsible for notifying sponsors that their name and sponsorship amount will be disclosed in the report published on the City's website under Section 7.2, and for obtaining sponsors written consent to such disclosure

5. Financial - Expenditures

- 5.1. Members are committed to ensuring incurred expenditures are reasonable. Only expenditures directly related to a Council-led Event may be charged to an Event Account.
- 5.2. The following types of expenditures are not permitted for a Council-led Event:
 - (a) Expenses that are normally charged to a Member's Constituency Budget;
 - (b) Expenses related to the provision of Alcohol;
 - (c) Expenditures for any election or expenditures related to any election-related matter, including any election campaign related matter, or any other partisan political matter; and
 - (d) Salaries or honorariums paid to Staff that support a Council-led Community Event.
- 5.3. Expenditures for prizes distributed at a Council-led Event are permitted, provided that:
 - (a) individual and total prize values are reasonable; and

- (b) recipients shall be required to sign an acknowledgement for the prize.

6. Financial - Community Support

- 6.1. Sponsorship funds that exceed the expenditures incurred for Council-led Events may be donated to support one or more community benefits. During the planning stage of a Council-led Event a Member will identify one or more community benefits that may be supported from the proceeds of the event.
- 6.2. The following types of community benefits may be supported from the proceeds of a Council-led Event:
 - (a) A registered charity or not-for-profit organization located in Richmond Hill; or
 - (b) A local community project sponsored by a community group or not-for-profit organization that will benefit the residents of Richmond Hill.
- 6.3. The following may not receive support from the proceeds of a Council-led Event:
 - (a) A corporation or any other for-profit organization;
 - (b) A community project that has limited or no benefit for the residents of Richmond Hill;
 - (c) A community project or benefit that will create a real or perceived conflict of interest for the Member or Richmond Hill; and
 - (d) any election campaign or expenditures related to any election-related matter, including any other partisan political matter.
- 6.4. No funds may be allocated to a community benefit until all event expenses have been accounted for as determined by the Treasurer.
- 6.5. In the year of a regular municipal election:
 - (a) Community support beneficiaries must be identified by a Member prior to May 1; and
 - (b) No actual allocation, payment or announcement of a payment may be made during the Election Period.

7. Financial – Approvals and Reporting

- 7.1. All expenses, revenues and community support allocations must be approved by the Treasurer or designate. The Treasurer may establish procedures and forms for the administration of community sponsorship, expenditures and community support. All expense reimbursement and purchasing card details need to be entered into RHhub in order to receive reimbursement. This must be supported by original itemized and detailed receipts and signed credit card receipts providing all necessary details to meet conditions of expense.
- 7.2. The Treasurer will prepare a quarterly report on all Council-led Events. This report will:

- (a) Be published on the City Website;
- (b) Include identification of each event, the sponsorship received (including the name of each sponsor and sponsor amount), and the types of expenditures incurred; and
- (c) Identify the remaining balance in the account.

8. Marketing – General

8.1. Members are committed to ensuring their use of corporate brand assets follow the City's Brand Guidelines, including acceptable use of the Richmond Hill logo and Council crest

8.2. Members agree to comply with the Sign By-law No. 52-09, as amended.

9. Transition Rules

9.1. The following transition rules apply to Council-Led Events that are actively being planned as of the date this policy is approved by Council:

- (a) These transition rules can only be applied to one Council-led Event per Member.
- (b) These transition rules can only be applied to a Council-Led event if the following conditions are met:
 - (i) the event is scheduled to occur within two (2) months of this policy being approved by Council; and
 - (ii) the Member has already received sponsorship or written commitments from sponsors as of the date the Policy is approved, or has incurred expenses or committed in writing to incur expenses related to that event.
- (c) In respect to sponsorship already received, or already committed to in writing, as of the date this policy is approved:
 - (i) The Member is not required to refund for any amount that exceeds the annual limits in Section 4.4 that is less than \$10,000; or
 - (ii) Is permitted to accept an amount of up to \$10,000.
- (d) The Member is not permitted to accept or solicit any increase in sponsorship from any one source that would exceed the annual amount in Section 4.4 beyond what is already received or committed to in writing as of the date the policy is approved.
- (e) The Member shall endeavor to receive written consent from any sponsor of the Council-Led Event that is subject to these transition rules to publish that sponsor's name and sponsorship amount in the quarterly report required under Section 7.2. Where consent is not received, the quarterly report prepared Treasurer shall on that quarterly report only report the total sponsorship amount for that event
- (f) The Council-Led event that is subject to these transition rules shall count towards the member annual limit on events in Section 2.1.

Roles and Responsibilities

1. Members of Council

- Members are individually responsible for ensuring that his/her Council-led Event complies with this Policy, City By-laws and the Council Code of Conduct.
- A Member is responsible for ensuring that Staff who support the Member in the performance of his/her duties, or any Staff whose work is directed by the Member, are complying with this Policy.
- A Member is responsible for authorizing all expenditures related to Council-led Events.
- A Member is responsible for any expenses related to his or her Council-led Event that exceeds the sponsorship for that event.
- A Member should be aware that non-compliance with this Policy may be considered a breach of the Council Code of Conduct and subject to review by the Integrity Commissioner.

2. Treasurer

- The Treasurer is responsible for interpreting and administering this Policy.
- The Treasurer is responsible for establishing procedures and forms deemed necessary to administer this policy.
- The Treasurer is responsible for approving all expenditures that comply with this Policy.

Related Documents

- Council Code of Conduct
- Employee Code of Conduct
- Member of Council Expense Policy
- Municipal Elections Act, 1996
- Service Level Agreement
- City of Richmond Hill Brand Guidelines