



The Town of Markham

-

A Character  
Organization



# Background

- **2002** York Region Municipalities pledge to be Communities of Character
- **2004** Character Community staff committee formed in Markham.
- **2004** Annual Character Award introduced to the Tony Roman Memorial Hockey Tournament.
- **2005** signage and ice rink logos introduced to all recreation centres.
- **2006** "Character Launch" aimed at staff. Randy Taylor was brought in as a guest speaker and was very well received by staff.

# Staff Committee

- Don Taylor Strategic Initiatives
- Rick Dominico Strategic Initiatives
- Donna West Human Resources
- Diane Macklin Markham Public Libraries
- Hilary Huffman Markham Public Libraries
- Nory Takata Operations
- Don McClean Fire Services
- Martha Neely Recreation and Culture
- Susan Stiles Recreation and Culture
- Richard Bullis Recreation and Culture

# Attributes

- Inclusiveness
- Respect
- Responsibility
- Honesty
- Integrity
- Compassion
- Fairness
- Optimism
- Initiative
- Perseverance
- Courage

# Examples of Character in Markham

- **Inclusiveness**

NQI- 40% of staff engaged directly in various focus groups.

- **Integrity**

“We Care” Program- operations staff take the time and effort to help stranded drivers in Markham.

- **Optimism**

Teamwork Day- promotes the positives of working together and bringing good attitudes to work every day.

# Proposed Initiatives in 2007

- **MARKHAM SPORT COUNCIL**  
partner with MSC in reaching out to various sport groups that represent the diversity in Markham and spread the character initiative.
- **PROMOTIONS**  
continue with signage and staff tee-shirt give away.
- **COMMITTEE GROWTH**  
include members from Development Services and Corporate Services.
- **NQI/CHARACTER LINKAGE**  
increase staff awareness, of the fact, that NQI principles and Character Attributes are synonymous.
- **GUEST SPEAKER**  
take advantage of 2006 success in 2007.
- **TONY ROMAN TOURNAMENT CHARACTER AWARD**  
35<sup>th</sup> anniversary coming up and 4<sup>th</sup> year of character award inclusion.

# 2007 Budget Request

## PROPOSED INITIATIVES FOR 2007

■ MARKHAM SPORT COUNCIL	\$10,000
■ PROMOTIONS (SIGNAGE AND TEE SHIRTS)	6,000
■ GUEST SPEAKERS FOR STAFF	5,000
■ TONY ROMAN CHARACTER TROPHIES	<u>4,000</u>
Total	\$25,000