

# Region to spend dollars building tourism image

The Region of York has decided to invest some money to promote itself as a tourist attraction and the preparation of a draft promotional brochure is now under way.

Using an example of literature produced by Peel Region, Councillor Michael McDonald (Georgina) said it is about time we began to

recognize the rich cultural and historical backgrounds of some of our older towns and villages in the Region. He was addressing last Thursday's Regional Council meeting.

"This is a good place, a good way to promote our own tourist industry," he said, pointing to the colorful Peel pamphlet.

"It is responsible for not only increased business and trade but also an increased assessment through providing large numbers of jobs."

A preamble to Mr. McDonald's motion acknowledged Ontario's tourism industry generates over \$5 billion annually and employs 12.5 per cent of the province's work force.

Richmond Hill Councillor Gord Rowe thought the motion came a little early, though he agreed with its content. He suggested council wait until its next meeting, when it will discuss a paper on Economic Policy.

"Then we can put the whole thing together and get it into one brochure or information release, combined with the transportation study as well," said Mr. Rowe.

Lou Wainwright, another Richmond Hill councillor noted the Region contributed \$5,000 last year to the Central Ontario Region.

"They produced some good travel and tourist information on our behalf. Are you suggesting we do away with their services and concentrate on it ourselves?" he asked.

Mr. McDonald replied the central region does a good job for York, "but we have to do our own job for our own Region. We can still use their services, though," he said.

Council should have a copy of the final draft brochure by November 30. Area municipalities have been asked to list their most attractive tourist attractions, their

sites and to include photos. The Region also wants those potential attractions that can be converted into actual attractions for nominal costs (designation, walking, cycling or driving routes for existing facilities) listed.

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Patricia Cooper shows her sons Paul, 2, and Andrew, 4, their new baby brother, John David. He was born August 18 at York Central Hospital, Richmond Hill. (Liberal Photo by Bruce Hogg.)

## Look Who's Arrived

Following is a list of babies born during the past week at York Central Hospital in Richmond Hill.

- Friday, August 17**  
Susan and Ron Armstrong, Aurora, a son at 8:20 p.m.
- Monday, August 27**  
Liliane and Henry Bieri, Oak Ridges, a daughter at 4:16 p.m.  
Iris and Eugene Storozinski, Richmond Hill, a son at 1:05 p.m.  
Brenda and Ron Smith, Richmond Hill, a daughter at 10:59 p.m.
- Tuesday, August 28**  
Gail and Murray Snider, Aurora, a son at 10:25 a.m.
- Wednesday, August 29**  
Mary Kate and James Kerr, Richmond Hill, a daughter at 9:03 a.m.  
Martha and Guy Tackaberry, Keswick, a son at 3:40 p.m.  
Adele and Bruno Pelliocciotta, Toronto, a daughter at 1:25 p.m.
- Thursday, August 30**  
Teresa and Ron Turner, Richmond Hill, a son at 7:55 a.m.  
Audrey and Menno Pyper, Richmond Hill, a son at 11:39 a.m.
- Sunday, September 2**  
Ruth and Ted Howard, Aurora, a son at 2:07 p.m.

## Three options open for kids seeking work

The doors of the Canada Employment Centre for Students in Richmond Hill closed last Friday, but students have been given three alternatives if they are looking for a job.

Students looking for casual employment, (lawn cutting or babysitting) or anyone needing these services, should call Helpmate Information in Richmond Hill.

### Lifeline sends SOS

Operation Lifeline Association of Richmond Hill has sent out an SOS for people to head up committees for food, housing and employment.

Ann Gold, a director of Operation Lifeline, said the Richmond Hill association is still gathering resources to provide for a refugee family from Southeast Asia.

A food committee to

guarantee groceries or sponsor the food bill for a family for a period of time is of prime importance, said Mrs. Gold.

Committees for furniture and clothing are already in full swing with Marilyn Schiller at 884-8216 looking after the collection of good or new clothing and Natalie Platner, at 884-1689, will arrange for pick-up of furniture.

Miss Janach was pleased with the success of the centre in Richmond Hill this year.

Fifteen hundred students registered for employment and 923 placements were made, she said.

The supervisor was delighted to report 993 personal visits had been made to employers in Richmond Hill this year, to promote the program. "We want to thank all employers, students and the community as a whole for the support given to the centre in 1979," said Miss Janach, "and we hope to see you in May of 1980," she added.

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## PUBLIC HEARING

WEDNESDAY, SEPTEMBER 12, 1979 at 8:00 P.M.  
COUNCIL CHAMBERS, MUNICIPAL BUILDING, BUTTONTVILLE

A Public Hearing will be held by Planning Committee of the Council of the Town of Markham to consider an amendment to the Official Plan of the Markham Planning Area for Part of Lot 16, Concession 5. The subject property (Ontam Associates Ltd.) comprises some 55 acres and is located at the north east corner of 16th Avenue and 5th Line (Warden Avenue) as shown on the map below.

The subject lands are presently designated Rural Residential by the Official Plan which permits development to occur at a maximum density of 2 persons per acre.

The purpose of this amendment is to designate the subject lands Urban Residential so as to permit the lands to be developed with municipal water and sanitary sewers and to extend the boundaries of the Markham - Unionville Planning District to include the subject lands.

You are invited to attend the Hearing and to state your support or objection to the proposed amendment. Should you be unable to attend written submissions will be received up to the time of the Hearing. The proposed amendment, the Official Plan and existing land use maps may be examined at the Planning Office.

DATED August 27, 1979

T. GOVE, CHAIRMAN, PLANNING COMMITTEE  
T.M. JANUSZEWSKI, PLANNING DIRECTOR.

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Scarborough, 1286 Kennedy Road	755-2976
Willowdale, 5385 Yonge Northtown Cir.	224-1409
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95 Glen Cameron Rd., Thornhill, Yonge-Steeles 881-5764	2971 Bloor St. W., 233-9925

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Aug 1		Balance	Forward	\$2,500.00
Aug 3			\$1,500.00	\$4,000.00
Aug 9			\$750.00	\$4,750.00
Aug 14		\$500.00		\$4,250.00
Aug 18			\$2,000.00	\$6,250.00
Aug 23		\$2,250.00		\$4,000.00
Aug 27		\$1,500.00		\$2,500.00
Aug 31				\$19.79 interest

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Aug 3			\$1,500.00	\$4,000.00
Aug 9			\$750.00	\$4,750.00
Aug 14		\$500.00		\$4,250.00
Aug 18			\$2,000.00	\$6,250.00
Aug 23		\$2,250.00		\$4,000.00
Aug 27		\$1,500.00		\$2,500.00
Aug 31				\$37.77 interest

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