



# Staff Report

## Administration – Chief Administrative Officer

---

**Report To:** Committee of the Whole  
**Meeting Date:** June 29, 2021  
**Report Number:** FAF.21.107  
**Title:** Wee Willi Winkels Proclamation Request Follow Up  
**Prepared by:** Shawn Everitt, Chief Administrative Officer

---

### A. Recommendations

---

THAT Council receive Staff Report FAF.21.107, entitled “Wee Willi Winkels Proclamation Request Follow Up”;

AND THAT Council consider the formal request to acknowledge and celebrate “Wee Willi Winkels Day” and provide staff with direction on how to proceed with the Town’s proclamation process with regards to the request;

AND THAT Council direct staff to bring forward a future report for Council consideration of the formal proclamation for Mr. Willi Winkels.

### B. Overview

---

This report provides follow up to the May 4, 2021 deputation provided by Celine Szoges for Council to consider a proclamation request to celebrate Wee Willi Winkels Day.

### C. Background

---

At the May 4, 2021 Committee of the Whole meeting, Ms. Szoges presented a deputation for Council to consider a proclamation request to celebrate Mr. Willi Winkel.

Staff reviewed the deputation material (Attachment 1) and initiated the proclamation request process in accordance with the Town’s Flag Protocol and Proclamation Policy POL.21.01. It is important to note that the task of approving a proclamation request should not be taken lightly and the research required to understand the request and gauge its level of support has been completed.

The Town of The Blue Mountains (including when the municipality was Collingwood Township and the Town of Thornbury) has never made a proclamation in the name of an individual. Staff suggest that having Council consider such a request is significant, however considering this request and the potential of future requests is a valuable and worthy process and truly provides our community an opportunity to pay respect, acknowledge, remember and celebrate our key

Community Builders, Leaders, and Innovators as we move forward and continue to build a community that we are proud of and pay tribute to our roots.

## **D. Analysis**

---

Based on the information provided through the material Ms. Szoges presented and additional research completed by staff, it was confirmed that Mr. Winkels' significance to the Skateboard and Snowboard industry along with the impact of his accomplishments within the local community met the proclamation eligibility criteria.

Mr. Winkels passed away on March 18, 2014, however, it is clear through the research completed and communication with stakeholders that Mr. Winkels' legacy as a significant contributor to our recreation culture and community is worthy of celebration. Furthermore, many considered Mr. Winkels a "good person" as is evident through the research and comments made through his memorial page.

As part of the proclamation process, Ms. Szoges was asked to provide formal authorization from the Winkels' Family to confirm support of the proclamation request. A letter of support was provided and is included as Attachment 2 of this report.

In addition, staff reached out to local stakeholders to gain a better understanding of Mr. Winkels' impact on the snowboard industry and confirm support for the requested proclamation. A letter of support was received from the Canadian Ski Counsel that highlights Mr. Winkels' accomplishments both locally and globally (Attachment 3).

This report addresses the request for proclaiming a "Wee Willi Winkels Day" and does not address or seek support for endorsement of any specific event or celebration outside of the declaration of a "Wee Willi Winkels Day". The Town's Flag Protocol and Proclamation Policy POL.COR.21. 01 states that proclamation requests that meet the specified eligibility criteria can be issued at the discretion of Council.

Staff suggest that, pending Council direction on this request for proclamation, further consideration of any additional elements of celebrating Wee Willi Winkels Day, such as a celebration event, be processed through the Town's Special Event Permit process.

## **E. Strategic Priorities**

---

### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

## **F. Environmental Impacts**

---

None at this time.

## **G. Financial Impacts**

---

None at this time.

Correspondence has been received of high level thoughts and ideas in relation to events and activities that the Town may be asked to take part in pending formal proclamation.

## **H. In Consultation With**

---

Senior Management Team

## **I. Public Engagement**

---

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, Chief Administrative Officer at [cao@thebluemountains.ca](mailto:cao@thebluemountains.ca).

## **J. Attached**

---

1. Deputation Material
2. Winkels Family Letter of Support
3. Canadian Ski Council Letter of Support

Respectfully submitted,

Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
[cao@thebluemountains.ca](mailto:cao@thebluemountains.ca)  
519-599-3131 extension 234

### Report Approval Details

Document Title:	Wee Willi Winkels Proclamation Request Follow Up FAF.21.107.docx
Attachments:	- Attachment 1 - Deputation Material.pdf - Attachment 2 - Winkels Family Letter of Support.pdf - Attachment 3 - Canadian Ski Council Letter of Support.pdf
Final Approval Date:	Jun 21, 2021

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

**Shawn Everitt - Jun 21, 2021 - 2:39 PM**