

AGENDA DIVERSITY & COMMUNITY ENGAGEMENT ADVISORY COMMITTEE

May 22, 2013 at 6:30 p.m.
River Plate Room, Town Hall
Meeting No.5

Online Agenda: Anything in **blue** denotes an attachment/link. By clicking the links on the agenda page, you can jump directly to that section of the agenda. To maneuver back to the agenda page use the **Ctrl + Home** keys simultaneously **OR** use the “*Bookmark*” icon on the navigation panel to the left of your screen.



1. Call to Order

1.1. Staff Introduction

2. Disclosure of Pecuniary Interest

3. Approval of Minutes

3.1 [April 24, 2013](#)..... Page 2

4. Presentation/Discussion Items

4.1 **Park Naming Policy (6:30 – 7:00 p.m.)**

Dave Meredith, *Director of Operations & Environmental Services*

4.2 **Strong Neighbourhood Strategy Update (7:00 – 7:20 p.m.)**

Marilou Murray, *Manager of Strategy, Communications and Policy*
Tracey Vaughan, *Director of Recreation & Culture*

4.3 **Connecting Neighbours Online Portal (7:20 – 7:40 p.m.)**

Robert Gruber, *Manager of Community & Cultural Development*

4.4 **Guest Presentation Discussion Continuation (7:40 – 8:00 p.m.)**

5. Standing Items

5.1 [Work Plan](#)..... Page 7

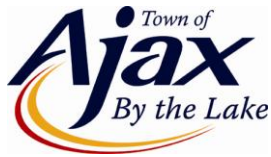
6. Correspondence

7. Update from Council

8. New Business

9. Adjournment

Next Meeting: Wednesday June 26, 2013 at 6:30 p.m., River Plate Room, Town Hall



DRAFT MINUTES
Diversity & Community Engagement
Advisory Committee
April 24, 2013
Boulevard Room, Town Hall
Meeting No. 4

Committee Members:	Denise Burnett Lee Harrison, Co-Chair Glenda Jones Bernadette Santiago Judy Paty
Staff:	David Forget, Manager of Quality Service & Special Projects Sarah Moore, Committee Coordinator
Guests:	Robert Gruber, Manager – Community & Cultural Development Stacy Toole, Festivals & Events Coordinator
Regrets:	Roxanne Horwitz, Mohamed Karatella, Natasha Prasad, Regional Councillor Colleen Jordan, Jennifer Hirlehey, Councillor Renrick Ashby, Sobia Ahmad, Deborah Thompson

1. Call to Order

Co-Chair Harrison called the meeting to order at 6:35 p.m.

With consent of all Members present, the Meeting proceeded without quorum.

2. Disclosure of Pecuniary Interest

None

3. Approval of the Minutes

Approval of the March 27, 2013 Meeting Minutes was deferred.

4. Presentation/Discussion Items

4.1 Audley Recreation Centre Grand Opening

Mr. Robert Gruber, Manager of Community & Cultural Development, introduced Ms. Stacy Toole, Festival and Events Coordinator. The two provided an overview of the event agenda for the public grand opening of the Audley Recreation Centre on Saturday June 8, from 1-4 p.m. Festivities will include an official greeting and ribbon cutting ceremony, celebration cake, public swim, park opening, as well as many other indoor and outdoor activities.

The event will include the live creation of the PanAm 2015 legacy community mural by artist David Arrigo. Residents will be invited to add their own stroke of paint to the art piece.

Outdoor programming was noted to include a skateboard demonstration in the new skate park, inflatables, roaming entertainers, camp displays as well as the inclusive playground and splash pad. Ms. Paty pointed out a potential conflict with the opening ceremony of the Pickering Village JAM! and Mr. Gruber agreed to look into the matter with the event coordinator.

Ms. Santiago requested that a schedule for the live entertainment be provided. Ms. Jones inquired what the traffic has been on the www.buildingthearcinajax.com blog. Mr. Gruber indicated that it has ebbed since the programming survey, however communications relative to the Grand Opening Celebration will be forwarding visitors to the blog for more detail and traffic is anticipated to increase.

Mr. Gruber reviewed the public art pieces recently approved by Council for installation at Audley Recreation Centre. Submissions were noted from across Canada. Under the new Public Art Review policy, a staff committee reviewed and short listed the submissions, which were then reviewed and evaluated by the Public Art Review Panel. Three pieces were selected: 1) "Boundless Potential" – a macro photograph of glass manipulation, to be displayed in the interior atrium of the Recreation Centre, 2) Ajax Soakerfest Warrior Mural – to be installed in the new youth space, and 3) "Grounded Community" – a sculptural series of stainless steel, caged figures filled with river and field stones, engraved with words selected by community residents. The sculptures will be placed around the recreation centre park.

Ms. Jones expressed her concern for the imagery of youth and guns in the Soakerfest painting. Mr. Gruber noted that Mr. Karatella had spoke powerfully in support of the exterior sculpture pieces, as he felt they were universally representative. A brief overview of councilor's impressions of the pieces was discussed. Several questions were posed relative to the height and stability of the sculptural structures.

Members were reminded to forward any additional ideas for the Audley Recreation Centre Grand Opening event to Ms. Moore.

4.2 Corporate Training Content

4.2.1 Diversity & Customer Service

Mr. Forget provided a comprehensive review of the part-time staff training content relative to customer service and diversity. He noted that approximately 200 seasonal staff in Recreation & Culture and Operations & Environmental Services receives a training presentation as part of their 1-3 day orientation. Keeping in mind that part-time staff receives extensive training content, a high level summary of the full-time staff training is covered.

Content addresses a message from the CAO, ISO standards of excellence, definition of service, identifying customers, looking and acting professional, corporate customer service standards, if 99.9% was good enough, the value of diversity (dignity & respect), as well as characteristics of diverse people.

D. Burnett entered the Meeting (7:20 p.m.).

Mr. Forget added that the presentation is supplemented with handout materials as well as “contact us” cards for all in-field employees, as they are often approached by the public with any town-related questions, concerns and feedback. It was noted that full-time staff participate in a full-day customer service workshop.

Ms. Paty inquired whether the Town of Ajax has a 311 number for information assistance. Mr. Forget noted that currently the Town operates out of a single switchboard and may look toward a centralized call centre in the future. It was noted that the Town’s feedback is always increasing year after year. Members proposed that where possible, cultural sensitivity or practice scenarios could be incorporated into the training.

4.2.2 Accessibility & Ontario Human Rights Code

Ms. Moore discussed the mandatory training required for all full-time, part-time and volunteer staff (approximately 800-900 individuals) pertaining to the Accessibility for Ontarians with Disabilities Act (AODA) and Ontario Human Rights Code as it pertains to persons with disabilities. She indicated that a 45 minute webinar had been developed in-house, and that all full-time staff are required to participate. She provided a demonstration of the webinar, highlighting its many interactive elements such as a live chat and polling function to engage participants. Webinar-style training is a new format for the Town and Ms. Moore indicated favourable response from those participants to date.

Members inquired how accessible the training is to staff. Ms. Moore advised that training covers a variety of formats, audio content, visual slides, as well as written (transcript) materials and handouts. In-person traditional presentation sessions are also available for those staff that prefer that style.

The training content focuses on an overview of the AODA as umbrella legislation over five core areas: information & communications, customer service, employment, transportation and the built environment. Content also covers the Ontario Human Rights Code and rights of the employee/employer. A refresher session of Accessible Customer Service is included, that provides situational scenarios. A portion of the training references available accessibility resources for Town staff, such as the Accessibility Advisory Committee, in-house assistive devices, as well as the Accessibility in Action Plan. Overall, the training content is designed to be specific to Town of Ajax policies and resources, while providing a high-level awareness of the overall legislation. A condensed version of the fulltime staff training is provided to part-time staff, with priority emphasis on accessible customer service and employee rights, in partnership with Mr. Forget’s presentation.

Members provided positive feedback on both presentations and Accessible Ajax logo. Ms. Paty and Ms. Burnett suggested additional resources for Ms. Moore to consult including charity village and mental health first aid courses offered by the Mental Health Commission of Canada.

5. Standing Items

5.1 Work Plan

Mr. Forget noted that he will be reformatting the work plan to clarify its content. Discussion relative to the Park Naming Policy was identified for the May 22, 2013 Meeting.

6. Correspondence

6.1 Encourage Me Ajax 2013

6.2 Vote for the Toronto 2015 Pan Am/Parapan Am Games Mascot

With consent of all Members present, the items of correspondence identified at the April 24 2013 Meeting of the Diversity & Community Engagement Advisory Committee were received for information.

7. Update from Council

None

8. New Business

8.1 Mid-Term Report to Council

Members present congratulated Co-Chair Harrison on his mid-term Committee report to Council presentation.

8.2 Future Guest Speakers

Co-Chair Harrison expressed interest in inviting a member of Crossroads Community Church and of the Muslim faith to attend a future meeting and discuss their community engagement and culture. Members expressed some concern with the appropriateness of extending an invitation to the Muslim community soon after the terrorist events in Boston, Massachusetts and alleged terrorist activity in Canada.

Several Members also felt that inviting a representative to speak to the Committee is a sensitive issue and could have political ramifications. Ms. Burnett indicated that it may be more appropriate for the Committee to attend an event hosted by the Muslim community than to invite them to speak to the advisory committee in order to learn more about their culture. Further group discussion is warranted before moving forward, and will be reviewed at the May 22 Meeting when a full committee compliment is present.

9. Adjournment

With consent of all Members present, the April 24, 2013 Meeting of the Diversity & Community Engagement Advisory Committee was adjourned. (8:10 p.m.)

DRAFT

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE – 2012 / 2013 / 2014 WORKPLAN

Ref.	Action Item(s)	Responsibility	Timing	Cost/Budget Impact	Staff Resources Required	Status/ Evaluation
1.	Advisory Committee training - orientation session - Chairs Workshop / meet and greet	LIS	Feb. 23, 2011 Jan. 31, 2012			✓complete
2.	Debrief of Black History Month and gain feedback	Recreation and Culture	Feb. 23, 2011		David Forget	✓complete
3.	Overview of the DACE Plan	Recreation and Culture	Feb. 23, 2011 March 30, 2011		Howie Dayton	✓complete
4.	Provide input on significant days of celebration to be recognized by the Town and their promotion to Town staff and the broader community	HR	April 27, 2011 May 25, 2011 Oct. 26, 2011		Jackie Lumsden	calendar in progress
5.	Presentation on South Asian Heritage Month	Sharlene	March 30, 2011 April 27, 2011		Sharlene Murray	✓complete
6.	Review of the New Resident Guide	Office of the CAO	March 30, 2011		David Forget	✓complete
7.	Discussion on Audley Recreation Centre (ARC) Excitement Campaign	Recreation and Culture	May 25, 2011		Howie Dayton	✓complete
8.	Input on web site redesign (i.e.: neighbourhood portal)	Communications	May 25 / June 22, 2011			ongoing
9.	Update on Library Strategic Plan with a specific review of diversity and community engagement initiatives	Ajax Public Library	June 22, 2011		Donna Bright	✓complete
10.	Proclamation of Diversity Month in September	Recreation & Culture	June 22, 2011		Sharlene Murray	✓complete

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE – 2012 / 2013 / 2014 WORKPLAN

Ref.	Action Item(s)	Responsibility	Timing	Cost/Budget Impact	Staff Resources Required	Status/ Evaluation
11.	Present and review formal DACE implementation plan for years 1 and 2 and status updates as required	DACE Staff Diversity Team Chair	March 30, 2011 Ongoing			re-evaluated
12.	September Diversity Month Discussions - diversity themed pop-up banner design - proclamation	Recreation & Culture	June / Sept. 2011			✓complete ✓complete
13.	Community information sharing: - Welcome Wagon - Baha'i Report of Diversity - Crisis Services Ajax - Welcome Centre Tour / New Immigrant Newcomer Youth Advisory Committee – Needs Assessment Survey Results– CDCD	Recreation & Culture	May 25, 2011 Sept. 28, 2011 Oct. 26, 2011			✓complete ✓complete ✓complete ✓complete
14.	Volunteer Recognition Program – selection and review committee	Recreation and Culture	Feb. 22, 2012 Jan. 30, 2013		S. Murray	
15.	Review effectiveness of language line – discuss alternate approaches and potential resources with respect to translation	Office of the CAO	November 23		D. Forget	✓complete
16.	Strong Neighbourhood Strategy - terms of reference - ongoing consultation / updates - Strategy Update	Recreation & Culture	Nov. 23, 2011 Nov. 28, 2012 Jan. 30, 2013 May 2013		H. Dayton M. Murray T. Vaughan M. Murray	
17.	Provide input on community engagement initiatives - Council Recognition, Proclamation and Flag Raising Request Procedures	Legislative and Information Services	Nov. 23, 2011			✓complete

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE – 2012 / 2013 / 2014 WORKPLAN

Ref.	Action Item(s)	Responsibility	Timing	Cost/Budget Impact	Staff Resources Required	Status/ Evaluation
18.	Identify opportunities for various ethnic cultures and / or diverse groups to participate and / or showcase their diversity and / or cultural heritage in our community events	Recreation & Culture	Ongoing			
19.	Review of Hiring Practices Policy and the Performance Management Policy	HR	December 2011			
20.	Designate a prominent space as Centre of Understanding: Pat Bayly Square	Operations/ Recreation & Culture	Fall 2012		T. Vaughan C. Bridgeman	
21.	Work to ensure that Advisory and Steering Committees reflect the community they serve	LIS / Council	March 28, 2012		Sarah Moore	✓complete
22.	Continue to utilize differing communications vehicles to reach diverse groups regarding engagement in civic opportunities (diverse media services)	Communications	April 25, 2012		Christie McLardie	✓complete
23.	Ensure that all publications depict the Town's diversity and photographs demonstrate that diversity	Communications	April 25, 2012		Christie McLardie	✓complete
24.	Continually look to improve communications strategies and utilize relevant diverse newspapers and mediums for the promotion of Town opportunities	Communications	April 25, 2012		Christie McLardie	✓complete
25.	Audley Recreation Centre Programming	Recreation & Culture	April 25, 2012		A. Malmsten K. Murton	✓complete
26.	Community Group Affiliation Program	Recreation & Culture	Fall			

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE – 2012 / 2013 / 2014 WORKPLAN

Ref.	Action Item(s)	Responsibility	Timing	Cost/Budget Impact	Staff Resources Required	Status/ Evaluation
27.	Neighbours Initiatives (events and brochure)	Recreation & Culture	Oct. 24, 2012		Sharlene Murray	✓complete
28.	Pan Am Initiative	Recreation & Culture	Nov. 28, 2012 Spring 2014		Tracey Vaughan	
29.	Ontario's Immigration Strategy	Recreation & Culture	Nov. 28, 2012		Tracey Vaughan	✓complete
30.	Pictorial History Book	Recreation & Culture	Nov. 28, 2012		David Forget and Sharlene Murray	✓complete
31.	Event Sponsorship Criteria	Office of the CAO	April 25, 2012		Marilou Murray	✓complete
32.	Applicant Tracking Survey	HR Services	Fall 2013		Jackie Lumsden	
33.	Ice Allocation Policy	Recreation & Culture	Sept. 2013		Debbie Nickerson	
34.	Integrated Community Sustainability Plan	Operations and Environmental Services	Jan. 25, 2012 Sept. 26, 2012		Tracey Chala	✓complete
35.	Art in Public Spaces Policy and Review Panel	Recreation and Culture	Feb. 22, 2012 April 25, 2013		Robert Gruber	✓complete
36.	Community Engagement and Outreach Policy	Ajax Public Library	March 27, 2013		Donna Bright	✓complete
37.	Park Naming Policy	Operations and Environmental Services	May 2013		Dave Meredith	

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE – 2012 / 2013 / 2014 WORKPLAN

Ref.	Action Item(s)	Responsibility	Timing	Cost/Budget Impact	Staff Resources Required	Status/ Evaluation
38.	Local Government Week	LIS	Sept. 2013		Nicole Wellsbury Sarah Moore	
39.	Committee Appointment Review Policy	LIS	Fall 2013		Sarah Moore	
40.	Pat Bayly Square programming and operational procedural development	Recreation & Culture	June 2013		Robert Gruber	
41.	Volunteer Database and Management Model Creation	Recreation & Culture	Fall 2013		Robert Gruber	
42.	Neighbourhood Portal redevelopment	Recreation & Culture	Fall 2013		Sharlene Murray	
43.	Grand Opening Audley	Recreation & Culture	April 25, 2013		Stacy Toole/Robert Gruber	✓complete
44.	Social Infrastructure Funding	Recreation & Culture	June 2013		Tracy Vaughan	
45.	Culture Mapping Resource Tool	Recreation & Culture	Fall 2013		Robert Gruber	
46.	Corporate Customer Polling	Office of the CAO	Fall 2013		David Forget	
47.	Town of Ajax – Diversity Survey Results	HR Services	June 2013		Jackie Lumsden	

Last Updated: 13/05/01