

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 manoeuvre 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.



Alternative formats available upon request by contacting:
accessibility@ajax.ca or 905-619-2529 ext. 3347

*****Committee photo immediately preceding the meeting*****

1. Call to Order

2. Disclosure of Conflict of Interest

3. Approval of Minutes

3.1 September 23, 2015Page 3

3.2 October 28, 2015Page 7

4. Presentation/Discussion Items

4.1 Business Development Employment Strategies (6:45 – 7:05 p.m.)

Lisa Hausz, *Manager of Business Development & Marketing*

4.3 Seniors Strategy (7:05 – 7:30 p.m.)

Robert Gruber, *Manager of Community & Cultural Development*

Robert Prochilo, *Community Development Coordinator*

5. Correspondence

6. Update from Council

7. Standing Items

7.1 Work Plan Page 10

8. New/Other Business

8.1 2016 Meeting Schedule

8.2 Holiday DiversiTree Decorating – December 7, 2015 6-7 p.m. McLean Community Centre

9. Adjournment

Next Meeting Date: Wednesday, January 27, 2016 at 6:00 p.m., River Plate Room, Town Hall



DRAFT MINUTES
Diversity & Community Engagement
Advisory Committee
September 23, 2015
River Plate Room, Town Hall
Meeting No. 4

Alternative formats available upon request by contacting:
accessibility@ajax.ca or 905-619-2529 ext. 3347

Committee Members:	Regional Councillor Colleen Jordan Councillor Renrick Ashby (exited 7:30 p.m.) Jillian Eddy Stephanie Hoskin Lencil James Cecil Ramnauth Preya Singh Debra Tiwari
Staff:	David Forget, Quality System and Customer Service Coordinator Shane Joseph, Diversity & Community Engagement Coordinator Sarah Moore, Committee Coordinator
Guests:	Robert Gruber, Manager – Community & Cultural Development Stev Andis, Senior Policy Planner Cindy Kimber, Branch Services Coordinator – Ajax Public Library Donna Mullings, Elections Canada Community Relations Officer
Regrets:	Marc-Anthony Neckles, Lee Harrison, Sobia Ahmad

1. Call to Order

Chair Ramnauth called the meeting to order at 6:30 p.m. Robert Gruber, Manager of Community & Cultural Development introduced Shane Joseph, Diversity & Community Engagement Coordinator as the Committee's new staff liaison, taking the place of C. Da Silva.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Moved By: P. Singh
Seconded By: J. Eddy

That the June 24, 2014 Meeting Minutes of the Diversity & Community Engagement Advisory Committee be approved.

CARRIED

As Councillor Ashby noted he would be exiting the meeting at 7:30 to attend the Zoning By-law Public Meeting, Item 6, Update from Council was brought forward with consent of all Members present.

6. Update from Council

Councillor Ashby provided a summary of the Ganesh Immersion Ceremony held at Paradise Park on September 20, 2015, noting the community pride of celebrating diversity in Ajax. He discussed a recent presentation delivered to Ajax Council on behalf of General Motors, which identified concerns for employment impacts in the Durham Region should the plant close in the future. Members discussed interest in action plans to mitigate potential impacts. Regional Councillor Jordan spoke about many employment initiatives facilitated through the Economic Development section and suggested that staff be invited to present an overview of employment strategies at a forthcoming meeting.

Regional Councillor Jordan provided updates relative to a motion endorsed by Council in support of a national PharmaCare prescription drug program. She noted that upon request of the Association of Municipalities of Ontario, Ajax Council had agreed to donate \$5,000 to [LifelineSyria](#) and Regional Council to donate \$25,000 to support the refugee crisis. Regional Councillor Jordan commended the Town, staff and volunteers on an excellent job facilitating the Pan Am Games in Ajax.

4. Presentation/Discussion

4.1 Comprehensive Zoning By-law Review

Stev Andis, Senior Policy Planner, delivered a presentation relative to a comprehensive review being conducted of the Town's Zoning By-law. The Zoning By-law defines how private property and town-owned lands (exclusive to public roadways) is used, including where different types of land uses such as residential and employment are allowed, how close buildings can be to a property line, how tall buildings can be, how much parking is required and other standards. The current, in-effect Zoning By-law for the Town of Ajax was adopted by Ajax Council on July 14, 2003. The Town of Ajax is undertaking a comprehensive review to implement new Official Plan policies, and address opportunities to improve how the existing Zoning By-law works.

S. Andis noted that the first phase of the review consists of soliciting public comment on multiple discussion papers written about integral elements of the Zoning By-law: stable neighbourhoods, intensification areas, employment areas, transportation requirements, Pickering Village, sustainability elements, definitions and by-law format, and the greenlands system. S. Andis reviewed proposed changes to the by-law format in order to improve usability, such as incorporating graphics, removing duplication, providing accessible formats and leveraging interactive digital media. A high-level overview of each discussion paper was provided.

The consultation portion of the review will include public consultation meetings, online opportunities, social media, promotional materials and the project's webpage. S. Andis noted that comments could be submitted individually or on behalf of the Committee, until December

11, 2015. The next phase of the project will include gathering comment information to incorporate into technical reports.

Preliminary comments and questions from the Committee on the Zoning By-law review addressed intensification, zoning for shelters and arts & culture facilities, as well as analytics for the responses received to date.

4.2 Ajax Public Library Accessible Toy Library

Cindy Kimber, Branch Services Coordinator with the Ajax Public Library, provided a showcase and demonstration of a selection of toys from the Ajax Public Library's Inclusive Toy Library collection. Toys included activities and items to encourage auditory, fine motor, gross motor, language, social interaction, tactile, thinking, stimulation and visual skills. The toys will start on a three week loan, which will be decreased as holds are placed on items. C. Kimber reviewed several of the adapted features of the toys demonstrated and noted that the collection will officially launch on Saturday October 17, 2015 as part of Public Libraries Week.

Questions were posed relative to the potential damages and safety concerns when using the toys; where the toys will be located throughout the library branches, and how the toys were selected. Members congratulated the Library on their new initiative.

4.3 2015 Federal Election Outreach

Donna Mullings, Elections Canada Community Relations Officer, presented an overview of the requirements to vote in the 2015 Federal Election. She sought feedback from the Committee on how to reach out to ethnic and cultural communities in Ajax to promote awareness and participation. She noted that Elections Canada is currently recruiting for elections workers, and that interested applicants could apply [online](#) or call 1-800-463-6868 for more information.

D. Mullings advised that she had met with Shane Joseph, Diversity & Community Engagement Coordinator to discuss connections with the Town's cultural group contacts. She noted her attendance at recent community and cultural events, such as the Ganesh Immersion ceremony, to help promote awareness as well as plans to coordinate a multi-cultural media night. Members inquired whether elections materials are available in multiple languages, however D. Mullings noted they are only in English and French. Suggestions shared by the Committee included posting materials in faith-based organizations and on cultural group websites. The Durham Immigration Portal, Durham District/Catholic District School Board ESL programs, and Community Development Council Durham were also suggested as possible outreach outlets.

4.4 Pan Am Games Wrap-up

On behalf of L. Harrison, S. Moore shared words of thanks extended to Town staff for their work and dedication to making the Pan Am Games experience in Ajax a huge success. Robert Gruber provided a summary of the Pan Am Games in Ajax starting with the journey to the Games, which began in 2012. Development of Corporate staff teams, recruitment of volunteers and a two-year countdown event took place in 2013, with 2014 bringing venue construction, promotional campaigns, the one-year countdown event, which all lead to a

building of community excitement, venue testing, participation in the Torch Relay and Games themselves in 2015.

During the Games, history was made in Ajax, with women's baseball being played for the first time in a multi-sports games. Canada's Men's Softball and Baseball and Women's Softball teams took home gold medals, and the Women's Baseball team took home the silver medal. Throughout the games, in the urban domain, 311 volunteers, 69% of who were first-time volunteers with Ajax, engaged with well over 8,000 visitors and residents throughout their roles. The value of the volunteer power for the Pan Am Games is estimated to equate to \$53,922.

The presentation also covered details of the post-Games legacy, arts and memorabilia received, economic impact, and the human legacy of the volunteer program. R. Gruber concluded the presentation with a [highlight video of the Games in Ajax](#).

Chair Ramnauth echoed Vice-Chair Harrison's words and commended the Town's volunteer spirit, noting its great legacy. Regional Councillor Jordan informed the Committee that nothing but positive feedback was heard about the Games in Ajax. She summarized the Bomb Girls connection to the Women's baseball and softball teams and that the players were provided with the opportunity to meet Louise Johnson and Donna Andrechuk, original D.I.L. 'bomb girls' who paved the way for women in sport in Ajax, as well as given Town of Ajax baseball shirts and newsletters full of the Town's history.

5. Correspondence

None.

7. Standing Items

7.1 Work Plan

This item was not discussed in detail.

8. New Business

None.

9. Adjournment

Moved By: D. Tiwari
Seconded By: S. Hoskin

That the September 23, 2015 Meeting of the Diversity & Community Engagement Advisory Committee be adjourned. (8:50 p.m.)

CARRIED



DRAFT MINUTES
Diversity & Community Engagement
Advisory Committee
October 28, 2015
River Plate Room, Town Hall
Meeting No. 4

Alternative formats available upon request by contacting:
accessibility@ajax.ca or 905-619-2529 ext. 3347

Committee Members:	Regional Councillor Colleen Jordan Lee Harrison Stephanie Hoskin Marc-Anthony Neckles Cecil Ramnauth
Staff:	David Forget, Quality System and Customer Service Coordinator Sarah Moore, Committee Coordinator
Guests:	Cindy Poon, Public Service Manager – Ajax Public Library
Regrets:	Preya Singh, Debra Tiwari, Sobia Ahmad, Jillian Eddy, Shane Joseph, Councillor Renrick Ashby, Lencil James

1. Call to Order

Chair Ramnauth called the meeting to order at 6:35 p.m. With consent of those Members present, the Meeting proceeded without quorum.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Approval of the September 23, 2015 Meeting Minutes was deferred to a future Meeting when quorum is met.

4. Presentation/Discussion

4.1 Ajax Public Library Outreach Initiatives

Cindy Poon, Public Service Manager with the Ajax Public Library, discussed diverse and inclusive partnerships between the Ajax Public Library and several community and cultural groups. She reviewed accessibility services which include a CELA collection, books on wheels program, accessible toy library and accessible workstation. C. Poon circulated several informational brochures and handouts relative to the programs, resources and events offered through the Ajax Public Library. C. Poon advised that Members are welcome to visit the library for a demonstration on the accessible workstation.

Members inquired whether access to such programs and resources was available at all library branched. Questions posed related to funding and challenges encountered on engaging the diverse Ajax community. C. Poon noted that several programs have difficulty with outreach and maintaining participation. She identified the conflict, as many populations rely on support groups but don't maintain participation due to lack of awareness. Members were asked to share feedback on suggestions for targeted outreach.

4.2 IMPACT Ajax Conversation Series

Due to the unforeseen absence of S. Joseph, this item was deferred.

4.3 2015 Town of Ajax Advisory Committee Survey Results Discussion

S. Moore provided a summary of the results from the June 2015 Advisory Committee check-in survey. The survey received a 70% response rate, with 96% of committee members stating they are enjoying their experience. Additional statistics were shared:

- 93% of respondents felt they are engaged and that their opinion is valued
- 93% of respondents stated that staff liaisons are engaged and provide content, guidance and motivation during meetings
- Approximately 20% of respondents noted disagreement or neutrality towards Councillors as engaged contributors during meetings
- 13% of respondents noted neutrality or disagreement to the Committees being reflective of the Ajax community
- 93% of respondents stated their experience thus far has met their expectations

Results of the survey included feedback also included suggestions for improvement including ensuring material comes to the Committee *before* it is finalized, interest in Committee-led events, establishing a buddy-system for new Members, requesting bios from all Members to increase Committee profile, and more support for Chairs in their role.

Members present encouraged future surveys to be accompanied by Committee discussion. Support for online Committee Member bios and photo was expressed. It was suggested that Committees be highlighted in Ajax Today.

D. Forget informed the Committee that this Meeting would be his last as staff liaison. Members thanked him for his contributions and dedication to diversity over the years.

5. Correspondence

None.

6. Update from Council

Regional Councillor Jordan provided a detailed update on the Fair Representation matter of Regional Council composition. She discussed the imbalance of representation for Ajax and spoke about recent presentations to the Fair Representation Committee from the Chair of

Waterloo's Regional Council. Little progress on the matter was noted to date. Members were encouraged to review the [May 13, 2013 staff report: Durham Region Council: The Need for Fair and Efficient Regional Representation](#) for more background information.

Regional Councillor Jordan also noted that the Region had decided against installation of red light cameras.

7. Standing Items

7.1 Work Plan

Members encouraged staff to review the Committee work plan and update with estimated dates of completion and specific accountabilities.

8. New Business

Members present requested a follow-up presentation from HR Services to provide an update on the Town's progress on the Diversity & Community Engagement Plan relative to the "Town as an Employer" role.

Staff advised that as follow-up from the discussion at the September 23, 2015 Meeting, staff from Economic Development will be attending a forthcoming Meeting to discuss employment strategies in the Town.

Chair Ramnauth shared details of an upcoming Diwali "Festival of Lights" event on November 14, 2015 being held at Pickering High School. Members were invited to attend and were asked to RSVP to D. Tiwari or Chair Ramnauth.

Chair Ramnauth noted that he and Vice-Chair Harrison had been invited to meet with the Ajax-Pickering Board of Trade to discuss partnerships and best practices on November 5, 2015. Vice-Chair Harrison suggested that the Board be invited to attend a future Committee Meeting to discuss challenges it faces in relation to diversity initiatives.

Chair Ramnauth led discussion relative to communications and celebration of the events and diversity initiatives taking place within the Town and community. He inquired how social media could be leveraged to celebrate such achievements. Members expressed interest in having a presentation on the Town's social media and communications outreach methods.

Vice-Chair Harrison shared information relative to a drop-in centre for Muslim youth hosted by the Christian Crosswinds Church.

9. Adjournment

With consent of all Members present, the October 28, 2015 Meeting of the Diversity & Community Engagement Advisory Committee was adjourned. (8:10 p.m.)

**DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE
2014-2018 WORK PLAN**

PROJECT ITEM		OBJECTIVES & SUMMARY	LEAD	TIMELINE	STATUS / NOTES
1	Advisory Committee training - Orientation session - Chairs workshop / meet and greet	<ul style="list-style-type: none"> To familiarize new DACE members with purpose, mandate, etc 	LIS	February 18, 2015	Complete
2	Review of the New Resident Guide	<ul style="list-style-type: none"> To provide an overview of the new Guide, it's purpose and contents 	David Forget	April 22, 2015	Complete
3	Review of the Durham Immigration Portal	<ul style="list-style-type: none"> To familiarize the committee with the web portal and the work of the LDIPC 	David	April 22, 2015	Complete
4	Review of annual partnership events hosted by Recreation and Culture	<ul style="list-style-type: none"> To provide information about ongoing annual events hosted by Recreation 	Cayla S. Da Silva	Ongoing	
5	Present and review formal DACE Implementation Plan – next phase	<ul style="list-style-type: none"> To provide an overview of what has been accomplished in the past five years and what lies ahead 	Tracey Vaughan	April 22, 2015	Complete
6	Community Information Sharing	<ul style="list-style-type: none"> To provide the Committee with insight on what's happening in the community (faith-based groups, etc.) 	David Forget Cayla Da Silva	Ongoing	
7	Volunteer Recognition Program	<ul style="list-style-type: none"> To involve DACE members in the selection and review committee 	Cayla S. Da Silva	March 25, 2015	

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE 2014-2018 WORK PLAN

8	Strong Neighbourhood Strategy	<ul style="list-style-type: none"> To provide ongoing consultation and updates 	Cayla S. Da Silva	Ongoing	
9	Designate a prominent space as a Centre for Understanding (Pat Bayly Square)	<ul style="list-style-type: none"> To provide ongoing updates on the progress of the Square 	Tracey Vaughan	Ongoing	
10	Continue to utilize differing communication vehicles to reach diverse groups	<ul style="list-style-type: none"> Includes engagement in civic opportunities (diverse media services) 	Christie McLardie	September 2015	
11	Self Disclosure Form (Taleo Recruitment Software)	<ul style="list-style-type: none"> To educate the Committee on the new recruitment software 	Jackie Lumsden	Spring 2016	
12	Pan Am Initiative	<ul style="list-style-type: none"> Updates to the Committee about Pan Am events 	Tracey Vaughan	May 2015	Completed
13	IMPACT Ajax Fund	<ul style="list-style-type: none"> To provide a better understanding of the Social Infrastructure funding 	Cayla S. Da Silva	October 2015	
14	National Access Awareness Week	<ul style="list-style-type: none"> For information 	Accessibility Ad. Comm.	May 27, 2015	Completed
15	Seniors Strategy	<ul style="list-style-type: none"> An analysis of best practices to serve the older adult population 	Robbie Prochilo	Fall 2015	
16	Age-Friendly Community	<ul style="list-style-type: none"> WHO strategy to respect elders in our community (designation) 	Robbie Prochilo	Fall 2015	

DIVERSITY AND COMMUNITY ENGAGEMENT ADVISORY COMMITTEE

2014-2018 WORK PLAN

17	Diversity Conference	<ul style="list-style-type: none"> To bring groups, associations and interested parties together to discuss diversity issues 	Cayla S. Da Silva David Forget	October 2015	
18	Explore Ajax Newcomer Bus Tour	<ul style="list-style-type: none"> To create awareness of bus tours offered by the Town to newcomers (in partnership with CDCD) 	Cayla S. Da Silva	April 22, 2015	Completed
19	Healthy Kids Community Challenge (HKCC)	<ul style="list-style-type: none"> Implement strategy to improve health of kids Based on three pillars, physical activity, nutrition and sleep/healthy lifestyle 	Kevin Smith	Ongoing (4 year pilot program)	Waiting direction from the Ministry of Health and Long-Term Care
20	Positive Space	<ul style="list-style-type: none"> Staff training, build collection for appropriate clientele 	Cindy Poon	November 2015	
21	Library as an Inclusive Place - Toy Library	<ul style="list-style-type: none"> Purchase of toys (safe and educational) for individualized needs patrons 	Cindy Poon	September 2015	
22	Outreach to Faith Groups	<ul style="list-style-type: none"> Promote library services and collections and explore potential opportunities for partnerships 	Cindy Poon	October 2015	
23	Outcome Evaluation	<ul style="list-style-type: none"> Seek feedback from community members and agencies about library's programs and services 	Cindy Poon	November 2015	

June 18, 2015