



AGENDA DIVERSITY & COMMUNITY ENGAGEMENT ADVISORY COMMITTEE

June 25, 2014 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.



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

1. Call to Order
2. Disclosure of Pecuniary Interest
3. Approval of Minutes
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4. Presentation/Discussion Items
 - 4.1 **2014 Customer Polling Results Summary (6:30 – 7:10 p.m.)**
David Forget, Manager of Quality Service & Special Projects
5. Standing Items
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8. New Business
 - 8.1 **Committee Recognition**
9. Adjournment



DRAFT MINUTES
Diversity & Community Engagement
Advisory Committee

May 28, 2014
River Plate Room, Town Hall
Meeting No. 4

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Committee Members:	Lee Harrison, Chair Glenda Jones Shannon Mack Judy Paty
Staff:	David Forget, Manager – Quality Service & Special Projects Cayla Da Silva, Community Development Coordinator Sarah Moore, Committee Coordinator
Guests:	Sharon Dunn, General Manager – HR Services
Regrets:	Mohamed Karatella, Councillor Ashby, Sobia Ahmad, Liza Arnason, Denise Burnett, Roxanne Horwitz, Natasha Prasad, Regional Councillor Colleen Jordan

1. Call to Order

Chair Harrison called the meeting to order at 6:30 p.m.

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

2. Disclosure of Pecuniary Interest

None

3. Approval of the Minutes

This item was deferred until a Meeting of quorum.

4. Presentation/Discussion Items

4.1 Town of Ajax Human Resources Strategy 2014 - 2017

Ms. Sharon Dunn, General Manager of Human Resource Services, introduced the Town's first multi-year Human Resources strategy. The strategy was identified to have been developed with stakeholder consultation (staff, management, Council) as well as best practice review. Ms. Dunn provided an overview of the strategy noting the inclusion of four key priorities: 1) attract and retain qualified and diverse talent, 2) organization effectiveness,

3) safe and supportive workplace, and 4) be a preferred employer. She outlined focus areas in all four core priorities.

In order to attract and retain qualified and diverse talent, the Town will look at recruitment modernization through innovative technology such as an applicant tracking and on-boarding system. To improve organizational effectiveness, initiatives such as e-learning, professional development, employee self-serve technology and progressive employee labour relations. To foster a safe and supportive workplace, the Town will look at corporate wellness, early and safe return to work and accommodation, and an Employee family Assistance program. Becoming a preferred employer will seek support from up-to-date technology, provision of challenging career opportunities, fair compensation and meaningful employee recognition.

Ms. Dunn noted that the strategy identifies positive and achievable practices designed to ensure that the Corporation has the skilled and dedicated talent to deliver high quality services. HR Services is currently working to develop a work plan for implementation of key deliverables over the next few years. In 2014, at least one initiative to support the core four priorities has been acted on.

Members posed questions relative to staff feedback and how the Town plans to implement diversity within its attraction and talent pool. Ms. Dunn noted that feedback from staff has been positive. She advised that the Town has not had existing staff self-identify to date, but hopes that through the implementation of the strategy, more training on diversity and inclusion can be implemented. She noted that in terms of attracting diverse applicants, the Town can improve outreach to different groups representative of the community.

Chair Harrison thanked Ms. Dunn for her presentation and noted the committee looks forward to learning more about the initiatives and improvements that come out of the strategy.

4.2 2014 Social Infrastructure Funding Update

Ms. Da Silva, Community Development Coordinator, presented the 2014 Social Infrastructure Funding community organization recipients. She noted a significant increase in the volume of applications received. Projects for the five community organizations were reviewed in detail.

Girls Inc. will be utilizing funding to host Mind+Body Active Families and Nutrition Workshops. Community Justice Alternatives of Durham Region will be facilitating four five-week C.A.L.M. (conflict, anger, learning and meditation) communication sessions for youth at risk or facing mental illness. The Boys and Girls Club of Durham will be providing Community Recreational Excursion Opportunities for approx. 90 youth in after-school programs. The Pak Canadian Society of Durham will be hosting "Sufi Tunes"- the Music of Peace, during the Ajax Home Week Concert, to educate and connect all communities through the tranquility of Muslim Sufi (mystic) music. And the Pickering Community Concert Band will utilize funding to purchase diverse sheet music to increase the band's ability to reach out and offer musical and cultural entertainment to a diverse population of Ajax and Durham Region.

Contracts are still to be signed with the neighbourhood recipients. Further details will be forwarded to the Committee regarding their events, once finalized.

5. Standing Items

5.1 Updated Work Plan

Mr. Forget committed to providing an updated version of the work plan at the June 25, 2014 Meeting. He reviewed several recent updates and completed items.

6. Correspondence

6.1 Tour for Humanity

Ms. Moore circulated details relative to the Tour for Humanity event scheduled for June 19, 2014 in the Town of Ajax. **The** Friends of Simon Wiesenthal Center's "Tour of Humanity" is a bus that will be parked at Town Hall for the day to deliver presentations on human rights education for community leaders and front-line professionals. Topics include diversity, democracy, Canadian civic rights and responsibilities, and racism and recent statistics in Canada. Members of the Town's DACE and Accessibility Advisory Committee are invited to attend the 6 p.m. presentation. Those Members interested in attending were asked to RSVP with Ms. Moore via email.

7. Update from Council

None.

8. New Business

8.1 Pan Am Local Host Committee Update

Chair Harrison provided a summary of the recent Pan Am Local Host Committee meeting and shared details of the July 10, 2014 Viva La Noche one-year countdown event. He noted that the Town's song will be debuted live at the event. Details relative to volunteer recruitment kiosks at Town events throughout the summer were shared. He noted that the Town is looking at designation of a Pride House, safe space for LGBTQ community to gather and enjoy the games. The space has been proposed to be held at the Ajax Welcome Centre. The City of Toronto and Town of Ajax are the only two locations interested in hosting a Pride House during the Pan Am Games to date.

8.2 D-Day Youth Experience

Chair Harrison encouraged the Committee to watch for coverage of the 70th Anniversary of D-Day to be celebrated in France on June 6, 2014, as many Ajax youth are attending to experience and mark the occasion with veterans.

8.3 Pride 2014

Staff shared details relative to a Pride Week flag raising ceremony to be held at Town Hall on Monday June 2, 2014. Event details relative to the Durham Pride Parade (June 8, 2014) and World Pride Parade (June 29, 2014) were shared. Members interested in participating in either event were encouraged to inform staff.

9. Adjournment

With consent of all Members present, the March 26, 2014 meeting of the Diversity & Community Engagement Advisory Committee was adjourned. (9:10 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	ongoing
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 Pending updates		H. Dayton M. Murray T. Vaughan M. Murray	✓complete
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		C. Da Silva	
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 December 2013 Pending updates		T. Vaughan C. Bridgeman	ongoing
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

Last Updated: 14/01/20

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26.	Community Group Affiliation Program	Recreation & Culture	July 2013		Cayla Da Silva	✓complete
<i>Ref.</i>	<i>Action Item(s)</i>	<i>Responsibility</i>	<i>Timing</i>	<i>Cost/Budget Impact</i>	<i>Staff Resources Required</i>	<i>Status/ Evaluation</i>
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 Pending updates		Tracey Vaughan	✓complete
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	Winter 2014		Jackie Lumsden	
33.	Ice Allocation Policy	Recreation & Culture	January 2014		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	May 22, 2013	Dave Meredith	✓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
38.	Local Government Week	LIS	Sept. 2013		Nicole Wellsbury Sarah Moore	Communication piece circulated October 2013
39.	Committee Appointment Policy Review	LIS	Fall 2013		Sarah Moore	Deferred to early 2014
40.	Pat Bayly Square programming and operational procedural development	Recreation & Culture	September 2013		Robert Gruber	Initiative moved out to 2016
41.	Volunteer Database and Management Model Creation	Recreation & Culture	Fall 2013		Robert Gruber	ongoing
42.	Neighbourhood Portal redevelopment	Recreation & Culture	Fall 2013	May 22, 2013	Cayla DaSilva	✓complete
43.	Grand Opening Audley	Recreation & Culture	April 25, 2013		Stacy Toole/Robert Gruber	✓complete
44.	Social Infrastructure Funding	Recreation & Culture	June 26, 2013		Tracy Vaughan	✓complete
45.	Culture Mapping Resource Tool	Recreation & Culture	January 2014		Robert Gruber	
46.	Corporate Customer Polling	Office of the CAO	January 2014		David Forget	
47.	Town of Ajax – Diversity Survey Results	HR Services	Winter 2014		Jackie Lumsden	ongoing
48.	Policy Insight		January 2014 (tentative)		Chris Alexander, MP	