

AGENDA
DIVERSITY & COMMUNITY ENGAGEMENT
ADVISORY COMMITTEE

January 27, 2016 at 6:00 p.m.

River Plate Room, Town Hall

Meeting No. 1

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.



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accessibility@ajax.ca or 905-619-2529 ext. 3347

1. Call to Order

1.1. Introducing Christie McLardie as Staff Liaison

1.2. Election of the Chair & Vice-Chair for 2016

2. Disclosure of Conflict of Interest

3. Approval of Minutes

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4. Presentation/Discussion Items

4.1 Syrian Refugee Update (6:10 – 6:30 p.m.)

Audrey Andrews, Manager, Diversity and Immigration at the Region of Durham

4.2 Volunteer Recognition Awards (6:30 – 6:45 p.m.)

Laura Tegelberg, Community Recreation Coordinator – Volunteer Management

4.3 DACE Plan Phase 2 & Diversity Conference Brainstorming (6:45 – 7:20 p.m.)

5. Correspondence

6. Update from Council

7. Standing Items

7.1 DRAFT Work Plan Review & Discussion..... *Circulated separately*

7.2 Staff DACE Implementation Committee Update

8. New/Other Business

9. Adjournment

Next Meeting Date: *Wednesday, February 24, 2016 at 6:00 p.m., River Plate Room, Town Hall*



DRAFT MINUTES
Diversity & Community Engagement
Advisory Committee
November 25, 2015
River Plate Room, Town Hall
Meeting No. 6

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Committee Members:	Regional Councillor Colleen Jordan Councillor Renrick Ashby Jillian Eddy Lee Harrison Stephanie Hoskin Lencil James Marc-Anthony Neckles Cecil Ramnauth Preya Singh
Staff:	Robert Gruber, Manager of Community & Cultural Development Sarah Moore, Committee Coordinator
Guests:	Robert Prochilo, Community Development Coordinator Lisa Hausz, Manager of Business Development & Marketing
Regrets:	Debra Tiwari, Sobia Ahmad, Shane Joseph

1. Call to Order

Chair Ramnauth called the meeting to order at 6:40 p.m.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Moved By: L. Harrison
Seconded By: L. James

That the September 23, 2015 Meeting Minutes of the Diversity & Community Engagement Advisory Committee be approved.

CARRIED

Moved By: P. Singh
Seconded By: M. Neckles

That the October 28, 2015 Meeting Minutes of the Diversity & Community Engagement Advisory Committee be approved.

CARRIED

4. Presentation/Discussion

4.1 Business Development Employment Strategies

Lisa Hausz, Manager of Business Development & Marketing, explained the structure of the Economic Development Team in relation to the Planning & Development Department. She presented an overview of the six goals of the economic development and tourism and discussed initiatives related to each:

- Targeted Investment Attraction
- Leverage Regional Assets
- Business Retention and Expansion
- Creating Places
- Creative Industries Development
- Marketing and Promotion

L. Hausz spoke about participating in the Ajax-Pickering Board of Trade Business Excellence Award nominations to foster appreciation for local businesses, and that businesses are supported and promoted through initiatives such as the Ontario by Bike locations, Ajax Business Network events, the Taste of Ajax, and social media. In the area of leveraging and attracting business, L. Hausz discussed the Town's recent mission to China to promote Ajax abroad. She summarized the 2012 [OnTrack Ajax initiative](#) to create 2,015 jobs by 2015, noting that the Town far surpassed its goal with 2,915 jobs created.

Sample programs and projects shared included the [You're Invited campaign](#), [The New Down Town](#), and [Priority Path](#). L. Hausz discussed the [UpNext Ajax initiative](#) as a three week skill building workshop for youth to obtain digital skills development and real-world experience. Twenty-four young adults took part in the program, five of which have since been hired and three have started their own businesses.

A variety of awards and recognitions received by the Town were shared, including designation as a [Competitive Ready Community](#), and Canada's Best 2 Invest award. L. Hausz noted that the continued success would not be possible without community and intergovernmental partners.

The Committee commended the Town on the [recent gifting of land to Grandview Kids](#) for the construction of a new headquarters building. Councillor Jordan commended L. Hausz and her team, for their continued efforts and success. Councillor Ashby and Regional Councillor Jordan noted that Council had fought a number of years ago to retain employment lands. Members inquired what strategies may be put in place by the Town to mitigate the displacement of employees pending anticipated closure of the GM Plant in Oshawa. L. Hausz advised that she sits on the steering committee of the Region of Durham's Economic Development Strategy and that the topic is on the radar for both potential closures of the GM Plant and Ontario Power generation in the next ten years. She discussed the objective of economic sustainability and the need to have supports and resources in place for people who want to start their own business. Councillor Ashby also noted that having employment lands to develop is a key component to economic sustainability.

4.2 Seniors Services Strategy

Robert Prochilo, Community Development Coordinator, presented preliminary information on the development of a Town of Ajax Seniors' Services Strategy. He discussed the background and purpose of the initiative of the project, noting marked changes to population and demographics anticipated in Ajax over the next few decades. It was identified through Council's 2015-2018 Community Action Plan that Seniors Services be a priority area, and that staff seek to expand partnerships, develop an age-friendly community plan and seek Age-Friendly Community Designation.

R. Prochilo advised that a consultant will be hired to undertake development of the strategy, which will include an inventory of Town and Library programs for older adults, an inventory of non-Town programming, and will engage in consultation with the Town's Seniors' Clubs, PROBUS Club, ethno-cultural community groups, places of religious assembly and clubs whose members reach the older adult population. The scope of the project with review occupancy rates, demographic trends and models, programming opportunities and the current program pricing structure.

R. Prochilo introduced the benefits of Age-Friendly Community designation, noting it promotes stronger community connectivity, more optimal use of public resources, greater opportunities for business engagement and enhanced citizenship. The process will require defining local principles, conducting a custom needs assessment, developing an action plan and establishing implementation and evaluation measures. Creation of an Age-Friendly Community Plan is ear marked for 2017.

Questions were posed relative to the timeline for the survey distribution. Robert Gruber, Manager of Community & Cultural Development, noted that the project is budgeted through the capital budget. The first phase of the project will focus on Recreation services and programming. Beyond 2017, the development of an Age-Friendly Community Plan will engage the entire community and relate to a much broader scope (transportation, housing, communication, businesses, etc.). Members recommended engaging local long-term care facilities. The Committee inquired whether the project is part of a Regional initiative. R. Gruber noted that the Region was the recipient of funding to pursue an age-friendly community plan. Consultation for the Seniors Services Strategy is anticipated to get underway in spring 2016.

5. Correspondence

S. Moore noted that she had circulated a video clip of Prime Minister Trudeau delivering a speech on Canada's diversity at The Canada House, in the UK.

6. Update from Council

Councillor Ashby informed the committee that parking remains a hot topic in Ajax. He noted that a staff report to revisit on-street permitted parking will be coming forward in the coming months. Information on Council's recent approvals of the Ajax Downs expansion were discussed. The matter of OLG selection for a casino in the Durham area was reviewed and Ajax Downs was noted to be a front runner.

Regional Councillor Jordan discussed a recent regional report on the shortage of affordable housing in Durham. She noted that over \$200 million is needed to maintain the social housing available today. She provided a detailed update on the ongoing Fair Representation matter of Regional Council composition. She shared details of her [new blog](#), available on her website, where she noted she will be writing updates about such matters.

7. Standing Items

7.1 Work Plan

S. Moore noted that Christie McLardie, Manager of Strategic Communications, will be joining the Committee as a staff liaison in January. She informed the Committee that part of the January Meeting will be dedicated to work plan discussion.

8. New Business

S. Moore reminded Members that the 2016 Meeting Schedule Calendar had been circulated by email and that the meeting start time will shift a half hour earlier to commence at 6:00 p.m.

On behalf of S. Joseph, R. Gruber invited the Committee to take part in the CommuniTree decorating at McLean Community Centre on December 7, 2015 from 6-7 p.m. He shared information relative to several upcoming events including the Santa Claus Parade, Sharron's Christmas Party at the St. Francis Centre, Dufflebag Theatre's production of A Christmas Carol, and the Annual Seniors Holiday Dinner.

Regional Councillor Jordan spoke about the Town's support for Syrian Refugee's and inquired about the long-term strategy for support. R. Gruber noted he would take the interest back to staff to request an update or presenter attend the Committee at a future meeting. L. James expressed interest in coordinating a book drive for refugee children to whom English is a second language.

P. Singh expressed interest in hearing from a local food bank to learn more of how the community could be engaged.

Chair Ramnauth shared several images and a summary of the November 14, 2015 Diwali festivities held at Pickering High School, on behalf of D. Tiwari.

9. Adjournment

Moved By: L. Harrison
Seconded By: P. Singh

That the November 25, 2015 Meeting of the Diversity & Community Engagement Advisory Committee be adjourned. (8:40 p.m.)

CARRIED