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Windsor, Ontario December 2, 2009

A meeting of the **Mayor's Youth Advisory Committee** is held this day commencing at 4:30 o'clock p.m. in Room 405, 400 City Hall Square East, there being present the following members:

Denny Timm, Co-Chair  
Michael Greige  
Jonathon Liedtke  
Jennifer Luu (arrives at 4:35 p.m.)  
Osman Raza  
Tiger Zheng

**Regrets received from:**

Aleksandra Cendecki

**Also present is the following resource personnel:**

Karen Kadour, Committee Coordinator

**1. CALL TO ORDER**

The Co-Chair calls the meeting to order at 4:32 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

**2. MINUTES**

Moved by O. Raza, seconded by T. Zheng,  
That the minutes of the meeting held October 29, 2009 **BE ADOPTED** as presented.  
Carried.

The letter of resignation from Tarini Chandak dated December 2, 2009 is distributed and **attached** as Appendix "A".

Moved by M. Greige, seconded by O. Raza,  
That the letter of resignation from Tarini Chandak, member of the Mayor's Youth Advisory Committee **BE RECEIVED**.  
Carried.

**3. BUSINESS ITEMS**

**3.1 2010 Olympic Torch Festivities**

The Co-Chair reports that the Olympic Torch will arrive in Windsor on December 26, 2009. He states that there are volunteer opportunities if members wish to participate in the event.

### **3.2 Youth Play Application**

The Co-Chair states that the application for the Play Works Youth Friendly Community Recognition Program 2009 has been sent. He states that all 16 criteria have been addressed in the application and the winners of the bronze, gold and platinum awards will be presented at Queen's Park in the spring 2010.

Moved by J. Luu, seconded by M. Greige,

That **APPROVAL BE GIVEN** to an expenditure in the amount of \$702.00 payable to Denny Timm, Co-Chair of MYAC for printing and shipping costs associated with the Play Works Youth Friendly Community Recognition Program 2009 Application.  
Carried.

### **3.3 Marketing Materials**

The Co-Chair suggests that a banner stand with the MYAC logo be purchased to display at various events.

Moved by M. Greige, seconded by T. Zheng,

That **APPROVAL BE GIVEN** to an expenditure in the amount of \$900. for the purchase of a banner stand to showcase the Mayor's Youth Advisory Committee at events and further, that the mission statement "to represent, engage and connect youth in the City of Windsor", the MYAC logo and silhouettes as illustrated on the youth portal **BE PLACED** on the banner.

Carried.

### **3.4 Youth Survey**

The Co-Chair states that to date, no progress has been completed on the youth survey. He asks if any members are willing to assist in the endeavour. J. Luu and J. Liedtke volunteer to assist with the youth survey.

### **3.5 Global Entrepreneurship Day**

Moved by J. Luu, seconded by M. Greige,

That **APPROVAL BE GIVEN** to an expenditure in the amount of \$525. for costs associated with the Global Entrepreneurship Day held November 16, 2009 at City Hall.  
Carried.

### **3.6 Youth Portal**

The Co-Chair states that there were 236,000 hits to the youth portal website in 2009 (<http://www.windsoryouth.com>).

Discussion ensues regarding creative ways to improve and enhance the website and the following suggestions are made:

- Add a scholarship column that would provide information relating to local scholarship programs
- Under “community centres” less technical information to present a more youth friendly approach
- Youth portal should be fun and interesting
- Post a flyer of upcoming events
- Use local pictures instead of stock photography on the youth portal
- Under “recreation” add a list of local parks including their locations
- Provide an advanced search where one can click on a basketball court and a pool and the corresponding park will be identified
- Question and Answers on main page

#### **4. SUBCOMMITTEE UPDATES**

##### **4.1 Transit Windsor Student Ambassador Program Update**

O. Raza reports that a video is to be produced that demonstrates etiquette on Transit Windsor buses. He states that the video will be shown to elementary students.

##### **4.2 Parks and Recreation Subcommittee**

J. Liedtke volunteers to assist A. Cendecki on the Parks and Recreation Subcommittee .

#### **5. STRATEGIC PLANNING SESSION**

##### **BRANDING – Market the MYAC Brand**

- Provide public awareness of the Mayor's Youth Advisory Committee.
- Social networking - advertising on the web, i.e. Facebook
- Purchase rubber bands – (green, red ones) as giveaways to students

##### **PARTNERSHIPS**

- Have a voice at student senates

### **COMMITMENTS**

- Chess Championship to be held in July 2010
- Youth Play Application Award to be presented at Queen's Park in Spring 2010

### **TRANSIT WINDSOR**

- i Phone application to track transit Windsor buses.
- Production of elementary school video on how to use a city bus

### **ADDITIONAL CREATIVE IDEAS**

- Profile success stories of youth in our community
- Create a form/application to designate how youth friendly schools are relative to each other, basically a broken down version of the youth play application. Devise a rating system to rank schools accordingly
- Determine the objective of the Parks and Recreation Subcommittee
- Contact businesses and hospitals to determine if they require student volunteers
- Provide a database of youth volunteers available to the community
- Hold two public forums for youth to express what's working and what's not in the community

The MYAC Operating Budget for 2010 is discussed and the following initiatives are presented:

Purchase business cards for MYAC members  
Hold two public forums in 2010  
Purchase MYAC t-shirts as giveaways at events  
Produce a MYAC video to showcase youth in the community  
Scavenger Hunt

### **6. DATE OF NEXT MEETING**

At the call of the Chair.

### **7. ADJOURNMENT**

There being no further business, the meeting is adjourned at 6:40 o'clock p.m.

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CO-CHAIR

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COMMITTEE COORDINATOR