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Windsor, Ontario July 8, 2015

A meeting of the **Social Development, Health and Culture Standing Committee** is held this day commencing at 9:00 o'clock a.m. in Council Chambers there being present the following members:

Councillor Sleiman (Chair)  
Councillor Borrelli  
Councillor Bortolin  
Councillor Elliott  
Councillor Gignac

*Also present are the following from Administration:*

Jelena Payne, Community Development and Health Commissioner  
Janice Wilson, Executive Director, Recreation & Culture  
Bruno Ierullo, Executive Director of Employment & Social Services  
Dawn Bosco, Manager of Children's Services  
Cathy Masterson, Manager Cultural Affairs  
Don Sadler, Project Manager  
Pam Labute, Manager, Community Development  
Mike Taylor, Coordinator, Community Special Events  
Sandra Bradt, Executive Initiatives Coordinator  
Stephen Lynn, Coordinator Social Planning  
Madelyn DellaValle, Curator Museum  
Kelly Goz, Housing, Administration & Development Coordinator  
Ann Hudacek, Administration & Policy Coordinator  
Rob Oleynik, Administration & Development Coordinator  
Anna Ciacelli, Supervisor of Council Services

1. **CALL TO ORDER**

The Chairperson calls the meeting of the Social Development, Health & Culture Standing Committee to order at 9:07 o'clock a.m.

2. **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**

None disclosed.

3. **ADOTPION OF THE MINUTES**

Moved by Councillor Bortolin, seconded by Councillor Gignac,  
**THAT** the minutes of the meeting of the Social Development, Health &  
Culture Standing Committee held June 3, 2015 **BE ADOPTED** as presented.  
Carried.

4. **REQUEST FOR DEFERRALS, REFERRALS OR WITHDRAWALS**

None requested.

5. **COMMUNICATIONS**

None presented.

6. **PRESENTATIONS AND DELEGATIONS**

**Poverty Summit Presentation**

Adam Vasey and Laura Tucker, Pathway to Potential appear before the Social Development, Health & Culture Standing Committee and provide a brief overview of the Poverty Summit they attended in Ottawa. They provide some salient points of discussion including:

- This is a multi-sector collaborative approach to poverty reduction with over 80 communities presented.
- Moving from communities and local work to Provincial/Federal level to address issues.
- Some speakers were highlighted including Deb Matthews, Minister Responsible for the Poverty Reduction Strategy/Deputy Premier.
- Federal Government has some big responsibilities in terms of Poverty Reduction and there is work to do to continue to develop these responsibilities.
- Windsor Soup and Living Wage Campaign are highlighted.
- An award was won regarding a video in reference to creating a vibrant community.
- A social innovation program has been launched with WE tech alliance through the Trillium Foundation.
- Helping local entrepreneurs to solve social problems in the region.
- Federal election campaign program to increase voter turnout and to encourage voters to ask whether their party is in favour of putting a Federal strategy in place to end poverty.

Councillor Gignac inquires as to whether measurables exist in directing funds towards this venture in terms of determining whether the funding for the programs are making progress and a significant impact to ending poverty. Adam indicates that the focus will be on the next RFP process, focusing on programs with multi-year funding and tracking their success to determine whether the program should continue in the future. He

emphasizes that programs need to be in place for more than 1 year to determine whether there is a real impact to the community. This ensures the same measurement protocol can be utilized so that clear links can be made.

Councillor Gignac inquires as to the amount of funds that have been directed towards these programs globally and whether this number is known, also whether an annual review of programs takes place and whether education will make up a big part of it. Adam indicates that results at the program level is important but policy change is also important. Provincial/Federal universal program enhancements will make huge advancements to ending poverty..

Councillor Elliott asks as to whether it's a realistic statement: to end poverty. Adam indicates that it is possible, the level of programs and supports across the Country is not there yet, but would eliminate a significant amount of the population living in poverty. If everyone is aligning their work across the Country using all resources available, this would significantly reduce poverty or may eliminate it all together.

Councillor Borelli inquires as to the living wage component and how it compares with various unions desire to change the minimum wage. Adam indicates that it may be confusing in that sense, although one of the Pillars of the Poverty Reduction Strategy is to improve income security, and reducing income inequality. There should always be a desire to increasing the minimum wage at the Provincial level, and these programs have more weight if it's done through Provincial legislation. This benefits the living wage, which reflects the cost of living. In Windsor the living wage is \$14.15 per hour. The living wage takes into account the cost of living and the minimum wage.

Councillor Borelli inquires as to whether special provisions have been made to the Native population as they have many problems. Adam states that many different population groups are encompassed in the plan, depending on their unique challenges.

Councillor Gignac inquires as to whether there is a total dollar allotment, nationally that has been directed towards poverty reduction including Provincial/Federal and community level on a global basis, and whether these funds are making an impact. Adam indicates that programs at the community level, should not replace global Federal/Provincial programs but should add to these programs to ensure more people nationally are being assisted. He states that putting money into policy creation and investing smartly in developing more targeted programs, collaboratively ensures that the poverty issue is being addressed at the community level and more broadly in the policy area as well by local and national government programs.

Moved by Councillor Bortolin, seconded by Council Elliott

**THAT** the Poverty Summit Presentation by Adam Vasey and Laura Tucker, Pathway to Potential, **BE RECEIVED** for information.

Carried.

Moved by Councillor Gignac, seconded by Councillor Borrelli,

**THAT** City Council and County Council **BE INFORMED** of the intention to proceed with a Request for Proposal (RFP) process for programming related to a renewed regional Poverty Reduction Strategy (Pathway to Potential) using the existing City allocation of \$1,310,563 and County allocation of \$582,054 included in 2015 budgets; and

**THAT** the Community Development and Health Commissioner or their designate **BE AUTHORIZED** to execute the necessary agreements and documents related to the Poverty Reduction Strategy provided such agreements and documents comply with the governing program requirements and are in a form and content satisfactory to the City Solicitor, satisfactory in the financial content to the City Treasurer and satisfactory in technical content to the Executive Director of Housing and Children's Services and such that expenditures do not exceed the approved Pathway to Potential budget; and

**THAT** the Community Development and Health Commissioner or their designate **BE AUTHORIZED** to take such actions required to implement, operationalize and manage the authorized allocations related to the Poverty Reduction Fund and to apply practical operational tasks and activity, approve projects and initiatives, allocate funds, withdraw, negotiate and re-allocate funds, including re-allocation between the different projects and initiatives and different Windsor Essex service provider organizations.

Carried.

**Report No. 14 of the Seniors Advisory Committee (increase frequency of meetings from quarterly to by-monthly meetings)**

Larry Duffield, citizen appears before the Social Development, Health & Culture Standing Committee and provides a brief history of the Seniors Advisory Committee meeting schedule along with their mandate. He speaks in favour of the committee report regarding increasing the frequency of meetings from quarterly to bi-monthly. He emphasizes how important this Seniors Group is to Windsor and all of the work that the committee takes on for the benefit of seniors in the Community.

Moved by Councillor Gignac, seconded by Councillor Borrelli,

**THAT** Report No. 14 of the Seniors Advisory Committee regarding increasing the frequency of meetings from quarterly to bi-monthly **BE RECEIVED** for information.

Carried.

7. **COMMITTEE MATTERS**

**Minutes of the Diversity Committee meeting held May 12, 2015**

Moved by Councillor Borrelli, seconded by Councillor Bortolin,  
**THAT** the minutes of the Diversity Committee meeting held May 12, 2015  
**BE RECEIVED** for information.  
Carried.

**Minutes of the Housing Advisory Committee meeting held April 28, 2015**

Moved by Councillor Borrelli, seconded by Councillor Bortolin,  
**THAT** the minutes of the Housing Advisory Committee meeting held April  
28, 2015 **BE RECEIVED** for information.  
Carried.

**Minutes of the Community Public Art Advisory Committee meeting held May  
1, 2013**

Moved by Councillor Borrelli, seconded by Councillor Bortolin,  
**THAT** the minutes of the Community Public Art Advisory Committee  
meeting held May 1, 2013 **BE RECEIVED** for information.  
Carried.

**Report No. 10 of the Community Public Art Advisory Committee (“You and  
Me” sculpture)**

Moved by Councillor Borrelli, seconded by Councillor Bortolin,  
**THAT** the “You and Me” sculpture proposal by Laura Shintani to be placed  
in Jackson Park **BE APPROVED IN PRINCIPLE** subject to successful  
fundraising efforts to offset the cost of the sculpture.  
Carried.

**Report No. 11 of the Community Public Art Advisory Committee (“Windsor’s  
Community Museum Exhibitions Policy)**

Moved by Councillor Borrelli, seconded by Councillor Bortolin,  
**THAT** the revisions to the Windsor’s Community Museum Exhibitions  
Policy **BE APPROVED**.  
Carried.

8. **ADMINISTRATIVE ITEMS**

**Item 5 Update on East Windsor Community Pool**

Moved by Councillor Borrelli, seconded by Councillor Elliott,  
**THAT** the administrative report authored by the Project Manager and Project Administrator dated May 27, 2015 entitled "Update on East Windsor Community Pool" **BE RECEIVED** for information.

Carried.

**Item 6 Windsor Essex 2014 Annual Report to the Community on the 10 Year Housing and Homelessness Plan**

Moved by Councillor Borrelli, seconded by Councillor Elliott,  
**THAT** the Windsor Essex 2014 Annual Report to the Community **BE RECEIVED** for information purposes; and

**THAT** the Windsor Essex 2014 Annual Report to the Community **BE APPROVED** for submission to the Ministry of Municipal Affairs and Housing in July as outlined in the Housing Services Act.

Carried.

**Item 1 Downtown Windsor Business Improvement Association (DWBIA) Fiesta Latina Windsor**

Moved by Councillor Bortolin, seconded by Councillor Gignac,  
**THAT** the request from the Downtown Windsor Business Improvement Association (DWBIA) to stage the first "Fiesta Latina Windsor" in downtown Windsor, and for a Temporary Road Closure of Ouellette Avenue between Riverside Drive and Park Street; University Avenue East and West between Freedom Way and Pelissier Street; and Victoria Avenue between Chatham Street West and University Avenue West between 3:00 p.m. August 14, 2015 and 11.59 p.m. August 16, 2015 **BE APPROVED**; and further

**THAT** the temporary Road Closure of Chatham Street East and West between Goyeau Street Parking Garage entrance and Dougall Avenue; Ferry Street between Chatham Street West and Pitt Street West; Pitt Street East and West between Ferry Street and the egress of the Parking Garage at Goyeau Street; and Pelissier Street between University Avenue West and Chatham Street West between the hours of 5:00 p.m. on August 14, 2015 and 11.59 p.m. on August 16, 2015 **BE APPROVED**; and further

**THAT** the temporary Road Closure of Ouellette Avenue between Riverside Drive and Pitt Street between the hours of 9:00 a.m. – 12:00 p.m. noon on Friday, August 7, 2015 to host the Fiesta Latina Windsor Kick Off News Conference subject to the standard Special Events Terms and Conditions **BE APPROVED**; and further

**THAT** provisions of Schedule H1 to Business Licensing By-Law 395-2004 **BE WAIVED** for the duration of the special event providing that The Downtown Windsor Business Improvement Association provide the License Commissioner a list of all vendors with their contact information; and further

**THAT** the Temporary Road Closure be subject to the following terms and conditions as requested by Windsor Police Services:

- The DWBIA is responsible for the secure erection/fastening of "no parking" signs and traffic signs along the entire route of the road closure; this will include the "bagging" of parking meters and where controlled by signage, posting of signs on posts, poles and existing signs inclusive of marked handicapped zones. Erection of all signs shall not commence earlier than 7:00 p.m. on August 13, 2015. The DWBIA will remove all erected signage at the conclusion of the event along the entire road closure **BE APPROVED**; and further

**THAT** the Chief Administrative Officer and City Clerk SIGN a letter of non-objection to the Alcohol and Gaming Commission of Ontario (AGCO) regarding the event organizer's and/or participants AGCO applications(s) for service of liquor sales for the above event **BE APPROVED** subject to the terms and conditions of the Special Event Agreement.

Carried.

Councillor Elliott was absent at the time the vote was taken.

**Item 7 WFCU Centre Community Rink Naming Rights with AM800 CKLW**

Moved by Councillor Gignac, seconded by Councillor Borrelli,

**THAT** the request from AM800 CKLW, a division of Bell Media (formerly a division of CTV Limited), to renegotiate the payment terms of their license agreement for the naming rights of WFCU Centre Community Rink #4 **BE APPROVED** under the following amended terms and conditions:

- That the balance of sponsorship for 2014 in the amount of \$8,500 plus H.S.T. be paid to the City upon signing of the amended agreement;
- That annual payments for the balance of the term be paid in the amount of \$8,500 plus H.S.T.;
- That annual credits for the balance of the term be provided in the amount of \$8,500 plus H.S.T. by way of an annual credit memo to the City;
- All other terms and conditions remain the same;

and further,

**THAT** the Chief Administrative Officer and City Clerk **BE AUTHORIZED** to execute and sign the revised agreement, satisfactory in technical content to the Executive Director of Recreation and Culture, in financial

content to the Chief Financial Officer and City Treasurer, and in form to the City Solicitor.

Carried.

Councillor Elliott absent when the vote was taken.

**Item 3 RUNNINGFLAT Ltd. Craft Draft 5K Run/Walk – August 8, 2015**

Moved by Councillor Bortolin, seconded by Councillor Borrelli,

**THAT** the request from RUNNINGFLAT LTD. to stage the Craft Draft 5K Run/Walk, and for a temporary road closure from Argyle Road between Wyandotte Street East and Brant Street from 12:00 p.m. (noon) – 10:00 p.m. August 8, 2015, and for a temporary closure of Argyle Road between Wyandotte Street East and Assumption Street, Assumption Street between Argyle Road and Devonshire Road, Devonshire Road between Assumption Street and Riverside Drive East, Riverside Drive East and West between Walker Road and Askin Avenue during the event from 6:00 p.m. - 10:00 p.m. on August 8, 2015 **BE APPROVED**, subject to the to the terms and conditions of the Special Event Agreement and further;

**THAT** should pending road construction impact any streets on the route identified above, the Coordinator of Special Events **BE AUTHORIZED** to develop an alternate route, subject to the approval of the Special Events Resource Team and Executive Director of Operations.

Carried.

**Item 4 New Museum Name Change and New Logo**

Councillor Bortolin inquires as to the status, what/how the logo will be placed on the building and the prominence of the name on the museum. Jelena Payne, Community Development and Health Commissioner indicates there are certain provisions according to the legal settlement that must be followed in terms of name, placement, size, prominence, etc., and those guidelines will be followed. The working team is coming up with proposals for signage, which will be brought forward to the steering committee and then will be reported to Council.

Councillor Bortolin inquires as to the implication of the Art Gallery, and can their name be on the building. Jelena indicates that their name will be on the building and administration is working with them and they have been in discussions regarding logo, branding and timelines. There is somewhat of a time limit involved as funds from the Federal grant are implicated.

Councillor Gignac inquires as to how quickly the logo will be developed and brought forward to Council. Jelena indicates that according to research into past reporting, logos have typically not been brought back to Council for review/approval, although if the committee would like to see the logo, it can be brought forward at their request.



Moved by Councillor Gignac, seconded by Councillor Bortolin,  
**THAT** a change in name from "Windsor's Community Museum" to  
"Museum Windsor" **BE APPROVED** and;

**THAT** the Museum Executive Committee **BE DIRECTED** to develop a  
logo representative of the new museum structure and further;

**THAT** the draft logo **BE PRESENTED** to City Council for review and  
approval.

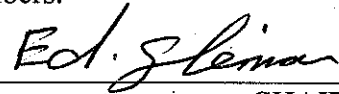
Carried.

9. **QUESTION PERIOD**

None.

10. **ADJOURNMENT & DATE OF NEXT MEETING**

There being no further business, the meeting is adjourned at 10:13 o'clock a.m.  
The next meeting of the Social Development, Health & Culture Standing Committee will  
be held on August 5, 2015 at 9:00 o'clock a.m. in Council Chambers.

  
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CHAIR

  
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SUPERVISOR OF COUNCIL SERVICES