

RB/
Windsor, Ontario April 10, 2013

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 Gignac
Councillor Halberstadt
Councillor Hatfield
Councillor Valentinis

Delegations:

Chris Mickle, Owner/Operator, Protenders Inc
Renaldo Agostino, The Boom Boom Room, Revival Social Lounge and
AMP Entertainment
Ian France
Kelly Dodds, Special Events for Multicultural Council of Windsor and
Essex County
John B. Liedtke, Bluesfest

Also present are the following from Administration:

Helga Reidel, Chief Administrative Officer
Jelena Payne, Community Development and Health Commissioner
George Wilkki, City Solicitor and Corporate Leader Economic
Development and Public Safety
John Miceli, Executive Director Parks & Facilities
Jan Wilson, Executive Director, Recreation & Culture
Pam Labute, Manager Leisure Outreach (Acting)
Debbie Cercone, Executive Director, Housing & Children Services
Bruno Ierullo, Executive Director, Employment & Social Services
Mary Bateman, Acting Administrator
Cathy Masterson, Manager of Cultural Affairs
Rob Oleynik, Program Coordinator Housing and Children Services
Sandra Bradt, Executive Initiatives Coordinator, Community Development
and Health Services
Robert Barlozzari, City Council Assistant

1. CALL TO ORDER

The meeting is called to order at 9:05 o'clock a.m.

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

None disclosed.

3. **ADOTPION OF THE MINUTES**

Moved by Councillor Halberstadt, seconded by Councillor Hatfield
THAT the minutes of the meetings of the Social Development, Health &
Culture Standing Committee held February 6, 2013 **BE ADOPTED** as presented.
Carried.

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

None requested.

5. **COMMUNICATION**

None.

6. **PRESENTATIONS AND DELEGATIONS**

Adam Vasey, Director, Pathway to Potential attends the Social Development, Health & Culture Standing Committee to present the 2012 Report to the Community entitled "*Making Poverty Everyone's Business – Windsor Essex County's Poverty Reduction Strategy*" hereto attached as **Appendix "A"**.

A.Vasey highlights the 2012 Report and emphasizes the following points:

- 35,000 people living in poverty in Windsor.
- Priorities included:
 - Employment and Training Working Groups
 - Literacy and Lifelong Learning Working Groups
 - Income Working Group
 - Evaluation and Reporting Working Group
- Council funding assisted with:
 - Developing an Understanding Poverty workshop
 - Pilot project that provided shuttle service for job seekers in Windsor to other areas
 - Awareness Campaign that highlights social economic return on investment associated to reducing poverty
- P2P assisted 25 intern gain work experience, which led to full time employment in the community

- Supply network of 70 community partners participated in 2012
- P2P staff provides training initiatives on homeless coalition, panhandling in the downtown working with DWBIA.
- Support to P2P significant investment in social, economic well being of community.
- Short Term P2P Impact Programs include:
 - Keep the Heat
 - Pass Program and Pass for Success Program
 - Affordable Recreation
 - Computer for Kids
 - Teen and Youth Centre at Drouillard Place
 - Jump start program at Drouillard Place

Councillor Gignac thanks A. Vasey for his presentation and the work P2P conducts in our community and proceeds to ask about the degree of discussion with the county regarding regional transportation.

A. Vasey explains that a conversation about regional transportation has been concentrated on how to best utilize transport for the purposes of ensuring people have a means to reach employment opportunities or health services.

Councillor Gignac asks how data is collected and disseminated to other organizations and levels of government on the success of programming, and further encourages P2P to initiate a baseline data of program successes which can lead to future funding partnerships.

A. Vasey indicates that some programs by their nature are more difficult to track than others, but best practices and measurement tools are being investigated to keep formal records.

Councillor Hatfield requests clarification on the poverty numbers in the presentation, the number of food banks in the region and children receiving breakfast at school.

A. Vasey clarifies that 46,000 people meet the low income poverty line in Essex County and 35,000 in the metropolitan Windsor area. 18 food banks are members of the Windsor Essex Food Bank Association and there are up to another dozen independent neighbourhood food banks operating in the area. Food banks witnessed a total of 175,000 total visits in 2012, with children's visits reaching 74,000.

D. Cercone, Executive Director of Housing and Children's Services expresses that there were 66,964 breakfast meals served in 2012 to elementary and secondary schools across Windsor-Essex County. There are also 120 visits per month to woman's and men's shelters in the community.

Respecting access to community pools, Councillor Valentinis asks administration if there will be a transfer or expansion of current affordable programs accessible to the community in the Family Aquatic Centre facility.

J. Wilson, Executive Director Recreation & Culture responds that funding at current facilities will be transferred to the new complex once it is in full operation.

Councillor Halberstadt requests a timeline for the closure of the Waterworld facility.

J. Wilson explains that the programs at the community pools will run their course until the end of December 2013.

J. Payne, Community Development & Health Commissioner further clarifies that community consultations and feedback from administration are being compiled and reviewed regarding service delivery in this area. A report to City Council is forthcoming which will provide Council with options for community programming and funding requirements associated to their delivery.

Councillor Halberstadt requests clarification from administration on the homeless shelters the City of Windsor funds.

D. Cercone informs that the City of Windsor currently funds the Salvation Army, Welcome Centre and a motel is provided for families who become homeless. A framework to help combat homeless will also be devised through forthcoming consultation and strategies developed with other community groups.

Councillor Halberstadt asks administration if there is a plan to promote awareness to the community about the lack of fluoride in drinking water.

J. Payne indicates that work on this initiative has already begun as meetings and consultation with community groups including P2P, the Dental Association and the Health Unit have already materialized to determine what education and dissemination of information exists in the community. A strategic plan on enhancing public awareness will come forward to Council.

A. Vasey thanks the committee for hearing the 2012 Report and further explains that P2P is focused on changing policy and engaging all levels of government to address poverty as an issue of investment. The organization is also assisting in developing a business case at a national level, including a framework to address minimum wage in conjunction with several other municipalities across the country.

Moved by Councillor Gignac, seconded by Councillor Valentinis,
THAT the 2013 Report to the Community entitled "*Making Poverty Everyone's Business – Windsor Essex County's Poverty Reduction Strategy.*" Presented by Adam Vasey, Director, Pathway to Potential **BE RECIEVED.**

Carried.

Item 7 Riverfront Festival Plaza Booking Policy & Procedure

Renaldo Agostino, The Boom Boom Room, Revival Social Lounge and AMP Entertainment

Mr. Renaldo Agostino indicates that he is in support of Option "A" in the administrative report regarding the Riverfront Plaza. In addition, he expresses his concern for patron safety with respect to the ingress point of the plaza where there is opportunity for overcrowded when patrons arrive and depart the venue. This issue also restricts the plaza from holding larger events.

Ian France

Mr. Ian France expresses concern with fencing and closing pathways when events are scheduled. Mr. France believes that not being able to utilize the entire space available at the facility also restricts holding larger events. Patron and pedestrian congestion when departing the facility when an event closes is also of concern.

Kelly Dodds, Special Events for Multicultural Council of Windsor and Essex County

Ms. Kelly Dodds of the Multicultural Council of Windsor and Essex County indicates that the MCC supports Option "A" in the administrative report.

John Liedtke, Bluesfest Windsor

Mr. John Liedtke indicates that the Bluesfest Windsor organization is in support of Option "A" in the administrative report, but feels that the festival site is not complete and could use infrastructure improvements to the concrete wall on the south side of the plaza.

Councillor Valentinis asks the delegations about improving the plaza regarding the crowd traffic, to which R. Agostino suggests moving the box office further west, J. Liedtke suggests that east side of venue should not be used for the public and that three to four entrance points could be established to alleviate all patrons using one main entrance.

Councillor Halberstadt asks the promoters if the fencing in Option "A" in the administrative report will address concerns with promoters. J. Liedtke explains that he is in agreement with extending the height of the fence at Riverside Drive East from four to six feet.

Councillor Gignac asks Mr. Agostino to expand on his concerns with enhancing the venue to attract larger attractions and how the City of Windsor compares to other communities. R. Agostino expresses that improving the safety measures will result in improving the viability of the plaza, which is comparable to other venues he has visited, but is somewhat narrower and boxed in. Nevertheless, the atmosphere provided is excellent.

Councillor Gignac proposes the addition of a ticket surcharge to the promoters where monies collected would be returned to enhancing the plaza. J. Liedtke explains that the retaining wall is a challenge and suggested scaling that wall back, perhaps even creating a tiered system. A surcharge would be supported if there was an opportunity to consult with administration on the plaza improvements.

The Chair asks administration to provide clarification on the challenges with the concrete retaining wall at the plaza.

J. Miceli, Executive Director of Parks & Facilities explains that ground stability is restricting the completion of the retaining wall. Administration also recognizes that there are concerns with the wall and have been balancing those concerns with the event operators.

Councillor Valentinis requires clarification from administration regarding the fencing and screening along the south side of the plaza, and permanent and temporary fencing systems being erected there.

J. Payne indicates that administration is not recommending screening in the administrative report. J. Miceli further adds that once the retaining wall is completed, permanent fencing will be erected on the south side of the plaza. A report on permanent fencing, including costs, will forthcoming.

Councillor Valentinis asks administration if LEED options can be explored that will help mitigate the concerns of promoters and make the plaza more viable for day festivals by mitigating the asphalt temperatures.

J. Miceli explains that a LEED product called Permeable Pavement is intended to keep asphalt temperatures cooler during summer days. Administration can investigate the costs of such improvements and provide that information to Council. The installation of permeable pavement will allow the plaza to be better utilized for day events.

Councillor J. Gignac asks administration about the status of enhancing the site with trees, which also doubles as an opportunity to provide shade for daytime festivals.

J. Miceli explains that this practice is being utilized, however it is not working as well as anticipated. Administration will be investigating solutions in providing adequate shade to the festival plaza.

Moved by Councillor Hatfield, seconded by Councillor Valentinis,
THAT City Council **APPROVE** the Riverfront Festival Plaza
Booking Policy, attached as Appendix "1" and further

THAT City Council **DIRECT** Administration to implement the
policy, and further

THAT where modifications are required for Festival Plaza, City
Council **ENDORSE** Option "A" as presented in the report; and further

THAT City Council **DIRECT** that any events which may
completely restrict east-west traffic flow **BE BROUGHT BEFORE COUNCIL
FOR APPROVAL**; and further

THAT Administration **BE REQUESTED** to meet with festival
organizers to further **EXPLORE** safety measures dedicated to enhancing the
venue; and further

THAT Administration **INVESTIGATE** and **REPORT BACK** to
City Council on the potential cost and strategies to mitigate the heat island effect
on the plaza.

Carried.

7. **COMMITTEE MATTERS**

**Minutes of the Executive Committee Board of Directors and the Board of
Directors, Willistead Manor Inc. meeting held February 14, 2013**

Moved by Councillor Halberstadt, seconded by Councillor Hatfield,
THAT the minutes of the Willistead Manor Inc. Board of Directors and
Executive Committee meeting held February 14, 2013 **BE RECEIVED** for information.

Carried.

Minutes of the Windsor Accessibility Advisory Committee held February 21, 2013

Moved by Councillor Halberstadt, seconded by Councillor Hatfield,
THAT the minutes of the Windsor Accessibility Advisory Committee minutes of the meeting held February 21, 2013 **BE RECEIVED** for information.

Carried.

Minutes of the Housing Advisory Committee meeting held February 13, 2013

Moved by Councillor Halberstadt, seconded by Councillor Hatfield,
THAT the minutes of the Housing Advisory Committee minutes of the meeting held February 13, 2013 **BE RECEIVED** for information.

Carried.

8. ADMINISTRATIVE ITEMS

**Item 1 Commission for the Review of Social Assistance in Ontario Report –
Brighter Prospects: Transforming Social Assistance in Ontario**

B. Ierullo, Executive Director of Employment & Social Services provides the Standing Committee Members with a verbal overview of the administrative report highlighting:

- Enabling Employment
- Service Integration
- New Benefit Structure & Simplified Rules
- Strengthen Accountability
- Reinvestment
- The Drummond Report

Councillor Gignac asks administration if opportunities exist through discussions with the Ontario Municipal Social Services Association (OMSSA) and the Association of Municipalities of Ontario (AMO) to mitigate potential downloading of service delivery on municipalities in these recommended changes, or to re-examine past agreements with the Provincial Government on the delivery of Social Assistance.

J. Payne explains that other municipalities across Ontario share the same concerns regarding potential downloading of services that may lie in the recommended changes to Social Assistance in Ontario. J. Payne further indicates that the department has been, and will continue to advocate for continued support from the province with respect to service delivery commitments in the area of Social Assistance. This message has been conveyed to the OMSSA and AMO respectively.

Moved by Councillor Halberstadt, seconded by Councillor Valentinis,
THAT the Report from the Employment & Social Services Department providing an overview of the Commission for the Review of Social Assistance in Ontario Report – Brighter Prospects: Transforming Social Assistance in Ontario **BE RECEIVED** by City Council for information; and

THAT City Council **ALLOW** the City of Windsor's Executive Director of Employment & Social Services and/or the Community Development & Health Commissioner, to **TRAVEL, ATTEND and PARTICIPATE** in meetings involving the Association of Municipalities of Ontario (AMO), the Ontario Municipal Social Services Association (OMSSA) and other participating municipalities working together to provide input to the Province of Ontario within the context of social assistance transformation.

Carried.

Item 2 Update #2 on the Municipal Cultural Master Plan and 2012 Sectional Activities

THAT the report from the Manager of Cultural Affairs regarding the Update of the Municipal Cultural Plan and 2012 Section Activities **BE RECEIVED**.

Carried.

Item 3 City of Windsor Lancaster Bomber FM212 Progress Report

Moved by Councillor Valentinis, seconded by Councillor Halberstadt,
THAT the report from the Canadian Historical Aircraft Association **BE RECEIVED** for information as per the Stewardship Agreement of October 2006.

Carried.

Item 4 Windsor Fork and Cork Festival 2013, Riverfront Festival Plaza and Riverfront Civic Terrace

Moved by Councillor Halberstadt, seconded by Councillor Gignac,
THAT the application from Protenders Inc. to host the Windsor Fork and Cork Festival 2013 at the Riverfront Festival Plaza and Riverfront Civic Terrace on July 5-7, 2013 **BE APPROVED**; and further,

THAT the Windsor Fork and Cork Festival 2013 **BE DESIGNATED** as “Significant Municipal Event Status” for the purpose of applying for their Special Occasion Permit.

Carried.

Item 5 Establishing an Arm’s Length Grant Program as per Recommendation #7 of the Municipal Cultural Master Plan

Councillor Gignac asks administration to share the response from the arts community regarding the failure to fund the proposed Grant Program in 2013.

C. Masterson, Manager of Cultural Affairs explains that the arts community was generally disappointed with the decision, but remains optimistic being that Council realizes the importance of culture.

Councillor Valentinis refers to other municipalities across Ontario and whether they fund community arts through an arm’s length organization.

C. Masterson indicates that there is a mix and highlights Kingston, Ontario as an example where organizations receive funding through the Kingston Arts Program.

Moved by Councillor Gignac, seconded by Councillor Valentinis,
THAT the report from the Manager of Cultural Affairs outlining the proposed City of Windsor’s Cultural Funding Program as suggested in the Municipal Master Plan Recommendation #7 (Establish an arm’s length funding commission) **BE RECEIVED**, and

THAT the report **BE REFERRED** to Council for the 2014 Operation Budget, and further;

THAT City Council **ENDORSE** the establishment of an Arm’s Length Grant Program as per Recommendation #7 from the Cultural Master Plan as a Pilot Project for 2013 at a cost of \$87, 200 to be funded from the Budget Stabilization Reserve.

Carried.

Item 6 Utilizing the Bequest of the Odette Estate for the Windsor Sculpture Garden

Councillor Hatfield asks administration if promoting the Sculpture Garden through a series of short video productions which could be distributed to media outlets including posting on the corporate website was considered.

C. Masterson explains that community consultation identified a film project similar to that suggested by Councillor Hatfield. It is anticipated that this production will materialize in the coming years, which also includes a website dedicated specially to the sculpture garden.

Councillor Halberstadt requests clarification on the \$100,000 spent towards the project in 2013.

C. Masterson indicates that up to \$135,000 may be spent this year from Council's \$250,000 commitment which will include a Dynamic Web Process and an Animator. Some dollars will be earmarked towards a festival in 2014.

Moved by Councillor Hatfield, seconded by Councillor Halberstadt,
THAT the report from the Manager of Cultural Affairs outlining the proposed activity plan to capitalize on the promotions and marketing of Windsor Sculpture Garden as funded through the Odette Estate Bequest **BE RECEIVED** for information.

Carried.

9. **QUESTION PERIOD**

Councillor Halberstadt asks a question to administration regarding a solar bench proposal from Green Sun Rising Park Bench.

J. Wilson advises that she will raise the matter with J. Miceli, Executive Director of Parks & Facilities as this endeavor falls within his service area.

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

There being no further business, the meeting is adjourned at 12:01 o'clock p.m. The next meeting of the Social Development, Health & Culture Standing Committee will be held on May 8, 2013 at 9:00 o'clock a.m. in Council Chambers.



CHAIR



COUNCIL SECRETARIAT