

Mayor's Task Force on Community Safety, Security & Well-Being February 26, 2021 - Meeting Minutes

Subject:	Minutes of Mayor's Task Force on Community Safety, Security & Well-Being
Attendees:	Mayor Dan Carter, Chair Bob Chapman, Cindy Malachowski, Matt Bowles, Noel Coppins, Audrey Andrews, Dave Saliba, Dr. Peter Stoett, Sandra Black, Fred Eismount, Steve Conaby
Staff:	Tracy Adams, Brenda Jeffs, Kevin Alexander, Haik Beglarov, Shannon McFadyen
Regrets:	Stephanie Skopyk, Kelly Brown
Meeting location:	Cisco Webex Meeting
Date & time:	February 26, 2021, 10:00 am – 11:30 am

Agenda Item	Discussions/Actions
Welcome	Chair Bob Chapman welcomed and thanked all Task Force members for joining.
1. Review of the Agenda	The Agenda was reviewed and no changes were made.
2. Update on Oshawa Chamber of Commerce Zoom Call	Chair Bob Chapman announced that the planned Zoom call hosted by the Chamber of Commerce has been postponed until later in March.
3. Review Communications	<p>Communication Plan</p> <p>Shannon McFadyen, Manager, Corporate Communications</p> <ul style="list-style-type: none"> • Overviewed the Communication Plan and explained the main objectives being to educate and inform on how important it is to report issues. • Phase 1: Proposed the tagline "Community Action, Community Solutions". <ul style="list-style-type: none"> • Promotional material (e.g. poster) with a colorful background containing "if you see it, report it," tagline and contact information. This will be rolled out the third week of March.

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<p>Review Communications (Cont'd)</p>	<ul style="list-style-type: none"> • Task Force members were asked to provide feedback by Friday March 5. • Additional elements of the Communication Plan included: <ul style="list-style-type: none"> • a home page web image on the City's website; • Social media messages; • a door hanger that could be handed out by Task Force members; • a "share kit" of communication items to be used digitally as well as social media images by the Task Force members; • Curbex signs to be placed in all City wards and high traffic areas; • newspaper and digital ads. • Phase 2: "Share Your Feedback" public survey will be placed on iConnect with Q&A and FAQs with an option of mail in paper surveys for residents not on-line. • The goal is to have the survey live in May and have it run 4 to 6 weeks. <p>Chair Bob Chapman</p> <ul style="list-style-type: none"> • Highlighted that, although Phase 1 focuses on the Downtown area, the placement of the boulevard signs that will be seen all over the City will assist with the transition into Phase 2. <p>Fred Eismount, Resident</p> <ul style="list-style-type: none"> • iConnect is a brilliant design, the engagement provided to the community is great, the visuals are very easy to use and the home page is easy to navigate. • Suggested a contest or small give-away as an incentive to complete the survey. <p>Noel Coppins, Remax Jazz</p> <ul style="list-style-type: none"> • All proposals are great, messages are concise and the ads are colorful and reminiscent of Oshawa colors. • Excited to see the digital package and have it sent out to local businesses. <p>Sandra Black, OSCC55+</p> <ul style="list-style-type: none"> • A virtual Town Hall Meeting with Sandra Black and OSCC55+ members will take place with Mayor Carter.

Agenda Item	Discussions/Actions
Review Communications (Cont'd)	<p>Tracy Adams, Commissioner, Corporate Services</p> <ul style="list-style-type: none"> Advised that a draft survey will be created and distributed to Task Force members for input at the next Task Force meeting.
4. Discuss City Parks by-law and nuisance by-law Feedback	<p>Brenda Jeffs, Director, MLELS</p> <ul style="list-style-type: none"> Thanked the Task Force members for the feedback received. The Task Force members discussed proposed changes to the Parks By-law and recommended that Council consider updating the by-law to include such things as tiered and escalating fines similar to other by-laws as well as housekeeping amendments.
5. Discuss Public Art Initiative	<p>Chair Bob Chapman</p> <ul style="list-style-type: none"> The Chair of the Oshawa Cultural Leadership Committee and a local Artist have proposed a plan to add some color to the Downtown area in the spring of 2021. The murals will have a positive impact on Downtown beatification and they will also have an economic benefit as they will draw people to come and view them. The Task Force members were supportive of the initiative. <p>Fred Eismount, Resident</p> <ul style="list-style-type: none"> Fantastic idea. It would be great if it could be weaved into the City's upcoming Centennial celebrations. <p>Dr. Peter Stoett, Ontario Tech University</p> <ul style="list-style-type: none"> Fantastic idea and suggested that the Indigenous community be involved as well as other local artists. Suggested that a mural could be painted at the Regent Theater by the walkway that is used for shows. <p>Cindy Malachowski, Lord Simcoe Place</p> <ul style="list-style-type: none"> Wonderful initiative and suggested an update to existing murals. Also, some business owners who already have paintings on their buildings may want to update those murals. <p>Mayor Carter</p> <ul style="list-style-type: none"> Suggested a "Street Art Festival" where a walking tour could be offered which could create tourism in the Downtown area. Local artists such as the one with painting at King and Simcoe, or above TD Bank, are incredible.

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<p>6. Discuss Welcome Back Package (March)</p>	<p>Chair Bob Chapman</p> <ul style="list-style-type: none"> • Wants to incorporate Task Force ideas with business reopening Welcome Back Package. • There are programs such as Crime Prevention through Environmental Design (CPTED) where a Crime Prevention Officer can assess local businesses. • Items that provide safety and security to local businesses should be included in the Downtown Community Improvement Grant such as lighting for example. • The Task Force recommends that proposed changes to the Downtown Community Improvement Grant be considered by the Development Services Committee for CPTED funding. <p>Chair Bob Chapman</p> <ul style="list-style-type: none"> • Discussed the On Point Program and proposed that it be incorporated in the Welcome Back Package, some examples include: <ul style="list-style-type: none"> • arranging for sharp handling procedures where trained individuals would demonstrate to business owners how to pick up and dispose of used needles; and • supply the equipment required to dispose of the needles, such as sharps containers. <p>Noel Coppins, Remax Jazz</p> <ul style="list-style-type: none"> • Communication is key in letting the business owners know there are services available, as well as educating them in what materials are needed and inviting them to be part of the solution as they will feel supported.
<p>7. Other Business</p>	<p>Dr. Peter Stoett, Ontario Tech University</p> <ul style="list-style-type: none"> • Has a summer class dealing with issues relevant to Oshawa and would like to tie it with the work of the Task Force. Any questions that members would like answered can be utilized in class and students can research issues. Members can forward their questions to Dr. Stoett. <p>Audrey Andrews, Durham Region</p> <ul style="list-style-type: none"> • Assured Task Force Members that all information shared at meetings is being passed on to the Regional Community Safety and Well-Being Task Force. <p>Noel Coppins, Remax Jazz</p> <ul style="list-style-type: none"> • Excited about ideas discussed at this meeting and excited to get communications out.

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Other Business (Cont'd)	<p>Cindy Malachowski, Lord Simcoe Place</p> <ul style="list-style-type: none"> • Grateful to contribute and be on the Task Force. <p>Steve Conaby, Oshawa Chamber of Commerce, Compute</p> <ul style="list-style-type: none"> • Very impressed with the information shared today as well as the commitment from the City and members on the Task Force. Excited to share the information with the Chamber and get the word out to Chamber members and other businesses. <p>Sandra Black, OSCC55+</p> <ul style="list-style-type: none"> • Committed to working with other City Partners to identify common issues and identify solutions. They meet once a month and will bring findings back to this Task Force.
8. Next Meeting	The next meeting will be held March 26, 2021.