
Diversity and Inclusion Advisory Committee

Date

2016/04/20

Time

6:05 PM

Location

Civic Centre, Hearing Room - Second Floor,
300 City Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

Citizen Members Present

Abdul Qayyum Mufti
Ahmed Hamud
Bhagwan (Gary) Grewal
Denise Gordon-Mohamud
E. Justin Ratnarajah
Hanoz Kapadia
Irfan Malik
Josephine Bau
Kris Noakes
Lilian Kwok
Nagwa Abou El-Naga
Pradip Francis Rodrigues
Pervez Akhter
Rajinder Saini
Ram Dhanjal
Sarwan Liddar
Suelyn Knight
Vikas Kohli

Stakeholders Present

Christopher Taylor
Paula De Coito
Sandeep Tatla
Sharon Douglas

Members of Council

Mayor Bonnie Crombie
Councillor Ron Starr
Councillor Sue McFadden

Staff Members Present

Janice Baker, City Manager, CAO
Gary Kent, Commissioner of Corporate Services and
Chief Financial Officer
Crystal Greer, Director, Legislative Services and City Clerk
Diana Rusnov, Manager, Legislative Services and Deputy
Clerk
Stephanie Smith, Legislative Coordinator

Citizen Members Absent

Asha Luthra
Pradip Francis Rodrigues
Daven Seebarran

1. CALL TO ORDER – 6:05 PM

2. APPROVAL OF THE AGENDA

Approved (I. Malik)

3. DECLARATION OF CONFLICT OF INTEREST

4. MINUTES OF PREVIOUS MEETING

4.1. Diversity and Inclusion Advisory Committee minutes - November 18, 2015

Approved (I. Malik)

5. DEPUTATIONS

5.1. Item 6.1 Renee Bazile-Jones, Director Client Services, Canadian Institute for Diversity and Inclusion with respect to Diversity and Inclusion Advisory Committee Action List and Plan.

Renée Bazile-Jones, Director, Canadian Centre for Diversity and Inclusion spoke to the development of a three year diversity strategy for the City of Mississauga.

Sharon Willock, Director, Human Resources spoke to potentially completing a census survey with City staff.

RECOMMENDATION

That the deputation by Renee Bazile-Jones, Director Client Services, Canadian Institute for Diversity and Inclusion with respect to the Diversity and Inclusion within the City of Mississauga be received.

Received (Councillor Starr)

Recommendation DIAC-0001-2016

- 5.2. Item 6.2 Ivana Di Millo, Director, Communications and David Ferreira, Project Manager, City Brand Research with respect to the Multicultural Media and Advertising Strategy.

See item 6.2 for discussion.

- 5.3. 6.3 Graham Walsh, Legal Counsel and Laurel Schut, Manager, Corporate Communications with respect to Proclamations and Flag Raising.

See item 6.3 for discussion.

6. MATTERS TO BE CONSIDERED

- 6.1. Diversity and Inclusion Advisory Committee Action List and Plan

Crystal Greer, Director, Legislative Services spoke to previous facilitated visioning sessions to create a Diversity and Inclusion Advisory Committee (DIAC) work plan.

Renée Bazile-Jones, Director, Canadian Centre for Diversity and Inclusion spoke to the focus and purpose of DIAC. She further spoke to DIAC members providing input and knowledge to ensure events are inclusive.

Members of the Committee spoke to engaging with the City's work plan and enquired how DIAC can quantify their recommendations.

RECOMMENDATION

That the Diversity and Inclusion Advisory Committee work plan be approved as presented.

Approved (P. Akhter)
Recommendation DIAC-0007-2016)

- 6.2. Diverse Communities Promotional Plan

Ivana DiMillo, Director, Communications and David Ferreira, Manager, Project Manager, City Brand Research presented the Diverse Communities Promotional Plan and outlined the proposed advertising schedule for 2016. Mr. Ferreira spoke to the input and involvement of the Diversity and Inclusion Subcommittee.

The following questions were raised: Vikas Kohli asked is the promotional plan was strictly print media. Josephine Bau spoke to the \$25,000 advertising budget currently allocated to the promotional plan. Nagwa Anpu El-Naga spoke to targeting younger demographics as they represent a quarter of Mississauga's population.

Members of the committee engaged in discussion regarding multi-media radio stations, social media, the Mississauga Newspaper and the advertising budget.

RECOMMENDATION

1. That the Diversity and Inclusion Advisory Committee (DIAC) support the Diverse Communities Promotions Plan outlined in this report and attached appendices, including the proposed advertising schedule for 2016.
2. That DIAC support the set-up and implementation of the multicultural print media registration process outlined in this report.

Approved (P. Akhter)
Recommendation DIAC-0003-2016

6.3 Community Recognition Program – Flag Raising

Graham Walsh, Legal Counsel and Laurel Schut, Manager, Corporate Communications spoke to previous direction from the Diversity and Inclusion Advisory Committee (DIAC) to bring back information regarding restriction of flag raisings to particular groups. Mr. Walsh spoke to the legal ramifications of such restrictions that would expose the City of Mississauga to discrimination claims before the Human Rights Tribunal. Mr. Walsh and Ms. Schut outlined proposed criteria for groups/communities that fosters a spirit of inclusion and community involvement.

Questions and comments were made by Members of the Committee about: physically raising the flags; proclamations versus flag raisings; training of staff to select approved groups; the inclusion of religious groups; challenges of limiting groups and that the outlined criteria that would not allow some groups to qualify.

Members of the committee engaged in discussion regarding reconsidering proclamations and considering a one year pilot project for flag raisings.

RECOMMENDATION

That the deputation by Graham Walsh, Legal Counsel and Laurel Schut, Manager, Corporate Communications with respect to Flag Raisings be received.

Approved (D. Gordon-Mohamud)
Recommendation DIAC-0004-2016

RECOMMENDATION

That the matter of proclamations be brought back to the June 15, 2016 Diversity and Inclusion Advisory Committee for discussion.

Approved (D. Gordon-Mohamud)
Recommendation DIAC-0005-2016

RECOMMENDATION

That the Diversity and Inclusion Advisory Committee (DIAC) supports implementing a one year pilot flag raising program and that the criteria as outlined in the presentation at the April 20, 2016 DIAC meeting be utilized and further that staff report back to DIAC in one year.

Approved(D. Gordon-Mohamud)
Recommendation DIAC-0006-2016

7. OTHER BUSINESS - Nil
8. DATE OF NEXT MEETING - June 15, 2016
9. ADJOURNMENT – 7:58 P.M. (I. Malik)