



# MINUTES

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## DIVERSITY AND INCLUSION ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA  
(www.mississauga.ca)

TUESDAY, JUNE 9, 2015 – 4:03 PM

COUNCIL CHAMBER, SECOND FLOOR, CIVIC CENTRE

300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1

### Citizen Members Present

Abdul Qayyum Mufti  
Ahmed Hamud  
Asha Luthra  
Bhagwan (Gary) Grewal  
Daven Seebarran  
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

### 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

### Members of Council Present

Mayor Bonnie Crombie  
Councillor Ron Starr  
Councillor Sue McFadden

CALL TO ORDER 4:03 P.M.

APPROVAL OF THE AGENDA

Approved (Councillor McFadden)

DECLARATIONS OF CONFLICT OF INTEREST - Nil

DEPUTATIONS/PRESENTATIONS - Nil

MATTERS CONSIDERED

1. Appointment of Chair

Councillor Starr nominated Councillor McFadden as Chair for the Diversity and Inclusion Advisory Committee. Councillor McFadden accepted the nomination.

The following motion was voted on and carried.

RECOMMENDATION

That Councillor McFadden be appointed as Chair of the Diversity and Inclusion Advisory Committee for a term of office to November 30, 2018, or until a successor is appointed.

Approved (Councillor Starr)

Recommendation DIAC-0001-2015

2. Appointment of Vice-Chair

Councillor McFadden nominated Councillor Starr as Vice-Chair for the Diversity and Inclusion Advisory Committee. Councillor Starr accepted the nomination.

The following motion was voted on and carried.

RECOMMENDATION

That Councillor Starr be appointed as Vice-Chair of the Diversity and Inclusion Advisory Committee for a term of office to November 30, 2018, or until a successor is appointed.

(2)

Approved (Councillor McFadden)

Recommendation DIAC-0002-2015

3. Terms of Reference for the Diversity and Inclusion Advisory Committee

Mayor Crombie spoke to Council's support of diversity in the City of Mississauga, the role of Stakeholders and the Committees role over the next three years.

Abdul Mufti, Citizen Member noted that the Committee's mandate and the definition of diversity needs to be made clear.

Paula de Coito, Stakeholder spoke to creating a glossary of key terms to be included in Terms of Reference.

RECOMMENDATION

That the Terms of Reference for the Diversity and Inclusion Advisory Committee be received.

Received (A.Q. Mufti)

Recommendation DIAC-0003-2015

4. Committee Procedures for the Diversity and Inclusion Advisory Committee

Crystal Greer, Director, Legislative Services spoke to Committee procedures and the City's Procedural By-law. She outlined the Council Committee structure, advisory committee processes, such as; agendas and minutes, a Diversity and Inclusion Advisory Committee (DIAC) work plan, debating and discussion protocols, voting on matters, discussion points on the agenda, quorum for DIAC (12 voting members), Legislative Coordinators role and the multi-purpose parking pass.

Members of the Committee enquired about teleconference meetings, voting rights, access to staff and conflict of interest. Ms. Greer advised that we do not hold meetings via teleconference and further explained voting matters at Committee. She noted that request should go through the Legislative Coordinator, Stephanie Smith.

(4)

RECOMMENDATION

That the deputation from Crystal Greer, Director, Legislative Services regarding Committee procedures and the City's Procedural By-law be received.

Received (I. Malik)

## Recommendation DIAC-0004-2015

5. Introduction of Citizen Members and Stakeholders

Committee members and Stakeholders did brief introductions of themselves and provided background information of their personal and professional backgrounds.

6. Development of the Diversity and Inclusion Advisory Committee 2015 Work Plan

Members of the Diversity and Inclusion Advisory Committee (DIAC) discussed their development of the 2015 work plan.

Members of the Committee engaged in discussion and raised the following points;

- Creating short, medium and long term DIAC goals.
- Frequency of meetings.
- A template to create the work plan and if the work plan should be focused on visions or objectives.
- Creating tangible ideas that are measurable.
- Being cost effective with ideas.
- Educating and communicating various communities of services that are already available.
- Combing ideas to specific interests.
- The importance of teamwork, polices and engagements.
- Follow best practices that are already currently being implemented.
- A mandate to engage communities to identity gaps.
- Working in small groups to set priorities.

Janice Baker, City Manager & CAO spoke to conducting a facilitated meeting to brainstorm ideas to create a tangible work plan for the Committee.

7. 2015 Diversity and Inclusion Advisory Committee Meeting Schedule

Members of the Diversity and Inclusion Advisory Committee discussed the memorandum dated June 3, 2015 from Stephanie Smith, Legislative Coordinator regarding future meeting dates and times.

RECOMMENDATION

That future Diversity and Inclusion Advisory Committee meetings be held on Wednesday

evenings at 6:00p.m., where possible.

Received (Councillor Starr)

Recommendation DIAC-0005-2015

8. Multicultural Media and Advertising Strategy

Members of the Diversity and Inclusion Advisory Committee reviewed the Corporate Report dated April 6, 2015 from the Commissioner of Corporate Services and Chief Financial Officer entitled “Multicultural Media and Advertising Strategy”.

Ivana Di Millo, Director, Communications and Debra Chan, Account Director Argyle Communications spoke to the background of communicating to citizens, body of research, community outreach, goals of multi-cultural media, multicultural outreach in the areas of fire, human resources, corporate communications, economic development, transit, clear messaging, multilingual materials and the creation of targeted media. Ms. Di Millo further spoke to working with a \$15,000 budget to buy standard advertisements for multi-greeting holiday ads.

Members of the Committee engaged in discussion and raised the following points;

- The City of Mississauga media outlet distribution list and focusing on local media outlets.
- Holiday greetings are a great idea but paid editorials would be helpful to bring certain issues to the forefront.
- The decrease in readership of ethnic newspapers.
- Expressed concerns with spending \$15,000 on holiday ads as there is no measurable outcome.
- The need for ethnic media to be more relevant and engaging with the community.
- Demographic targeting in the City of Mississauga.
- The need to educate large populations on services that the City of Mississauga is already providing for residents.
- Expressed support of spending \$15,000 on holiday ads.
- Using social media to inform communities of services available, but also being aware that not everyone has access to a computer.
- Local newspapers offer free media.
- DIAC members are here to represent their communities and the importance of ethnic newspapers to older generations.
- Spending money on advertising should include all communities in discussions.
- In a democratic society, what is the role of a government that services a multi-language city?

- Understanding the objectives that the City is trying to communicate.
- The need to consult with various community groups to ensure messages are not offending anyone and to be inclusive.
- Using social media hashtags to reach younger generations.
- Holiday greetings should be up to the individual councillors.
- Developing relationships with multi-media outlets.

Ms. Di Millo noted that the information gathered in the Corporate Report was prepared before the formation of DIAC. She noted that she would attend DIAC's visioning session to discuss this matter further and bring back information to a future meeting.

#### RECOMMENDATION

That the Corporate Report dated April 6, 2015 from the Commissioner of Corporate Services and Chief Financial Officer entitled "Multicultural Media and Advertising Strategy" be deferred to a future Diversity and Inclusion Advisory Committee meeting.

Deferred (Councillor Starr)

Recommendation DIAC-0006-2015

9. Community Recognition - Program, Policy and Process for Requests In Support of Community Campaigns and Special Events

Members of the Diversity and Inclusion Advisory Committee to review the Corporate Report dated April 8, 2015 from the Commissioner of Corporate Services and Chief Financial Officer entitled "Community Recognition - Program, Policy and Process for Requests In Support of Community Campaigns and Special Events".

(9)

*Please note that this Corporate Report was considered at the General Committee held on April 22, 2015 and referred to the Diversity and Inclusion Advisory Committee.*

This item was not discussed and will be placed on a future DIAC agenda.

#### OTHER BUSINESS

Councillor McFadden spoke to the Regional Diversity Roundtable Conference being held on June 10, 2015 at Sheridan Collage and that the Peel Regional Police Relation Unit would be

holding a Race Against Racism on June 13, 2015 at Mississauga Valley Community Centre at 9:30a.m.

**ADJOURNMENT** – 6:05 P.M.