

City of Mississauga
Minutes



Diversity and Inclusion Advisory Committee

Date

2016/10/19

Time

6:00 PM

Location

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

Members

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
 Nagwa Abou El-Naga
 Pradip Francis Rodrigues
 Pervez Akhter
 Rajinder Saini
 Vikas Kohli

Stakeholders Present

Sandeep Tatla

Members of Council Present

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
 Angie Melo, Legislative Coordinator

Citizen Members Absent

Lilian Kwok
 Ram Dhanjal
 Sarwan Liddar

Contact

Stephanie Smith, Legislative Coordinator, Legislative Services
 905-615-3200 ext. 3795
stephanie.smith@mississauga.ca

Find it online

1. CALL TO ORDER - 6:05 p.m.
2. APPROVAL OF THE AGENDA
Approved (P. Akhter)
3. DECLARATION OF CONFLICT OF INTEREST - Nil
4. MINUTES OF PREVIOUS MEETING
- 4.1. Diversity and Inclusion Advisory Committee Minutes - April 20, 2016
Amendments required to 5.1
Approved as Amended (N. Abou El-Naga)
5. PRESENTATIONS
6. DEPUTATIONS
- 6.1. Item 8.1 Ryan Cureatz, Marketing Manager with respect to Holiday Messages on Bus Destination Signs

Ryan Cureatz, Marketing Manager, provided background information and sought direction from the Diversity and Inclusion Advisory Committee with respect to holiday messages on MiWay bus destination signs.

The following questions were raised by Diversity and Inclusion Advisory Committee Members: How many times does a driver have to change the message; why can't the messaging system be automated; who determines the message that is displayed; how long do non-service messages run; why did staff recommend to remove non-service messages; and have there been complaints from staff or public about displaying non-service messages.

Ryan Cureatz, and Geoff Marinoff, Director, Transit, provided information in response to the questions raised as follows: The bus fleet is older and so is the technology; as the fleet changes, we can move forward with current technology. The current technology has limited capacity which limits the number of messages that can be displayed. Mr. Marinoff further added that route information takes precedent to non-service messages and it is not the driver who determines the non-service message that is displayed. The driver is not mandated to display non-service message and does so voluntarily. Mr. Marinoff further noted that there have been complaints and comments conveyed with respect to the non-service messages, some positive and some negative.

Janice Baker, City Manager, CAO, advised that the staff report recommends removal of non-service message; however, Council did not accept the recommendation for removing holiday messaging, and asked that the number of non-service messages be expanded.

Members of the committee shared their views on what types of messages they would be in support of with respect to holiday messages on MiWay buses.

Councillor Starr thanked the Members of the committee for their views and recognized that there are many issues still to resolve at this point and would recommend to bring his discussion to a future meeting. The status quo will remain for now.

RECOMMENDATION

That the deputation by Ryan Cureatz, Marketing Manager with respect to holiday messages on bus destination signs be received.

Received (D. Gordon-Mohamud)
Recommendation DIAC-0008-2016

6.2. Mike Douglas, Executive Director, Mississauga Arts Council with respect to Creative Communications Options and Inclusive Arts and Culture

Mike Douglas, Executive Director, Mississauga Arts Council spoke to creative communications options and inclusive Arts and Culture, and provided a brief background of the Mississauga Arts Council and the programs, such as the culture lab for the youth, and the art bank. Mr. Douglas also spoke to upcoming Mississauga Arts Council events such as the Magical Masquerade.

Members of the committee engaged in discussion and shared their views regarding creative communications options and inclusive arts and culture programs.

Councillor Starr advised that Council has established a task force to bring many types of arts together to input into the Culture Master Plan review. Councillor Starr will provide more information at a future meeting as soon as more information is available.

Mr. Douglas, thanked Members of the committee for their views and invited Members of the committee to share their ideas by sending him an email at mike.douglas@mississaugaartscouncil.com.

RECOMMENDATION

That the deputation by Mike Douglas, Executive Director, Mississauga Arts Council with respect to creative communications options and inclusive arts and culture be received.

Received (A. Mufti)
Recommendation DIAC-0009-2016

- 6.3. Jennifer Cowie Bonne, Manager, Community Development and Maria Politano, Manager, Malton Library with respect to the Syrian Newcomer Welcome Event held on June 1, 2016

Jennifer Cowie Bonne, Manager, Community Development and Maria Politano, Manager, Malton Library, provided a presentation regarding the Syrian Newcomer Welcome Event held on June 1, 2016 and provided background on how the City of Mississauga has been an active participant in the Syrian Settlement Support Working Group, which is co-chaired by the Region of Peel and the United Way of Peel Region.

RECOMMENDATION

That the deputation by Jennifer Cowie Bonne, Manager, Community Development and Maria Politano, Manager, Malton Library with respect to the Syrian Newcomer Welcome Event held on June 1, 2016 be received.

Received (D. Gordon-Mohamud)
Recommendation DIAC-0010-2016

7. PUBLIC QUESTION PERIOD - 15 Minute Limit - NIL
(Persons who wish to address the Diversity and Inclusion Advisory Committee about a matter on the Agenda. Persons addressing the Diversity and Inclusion Advisory Committee with a question should limit preamble to a maximum of two (2) statements, sufficient to establish the context for the question, with a 5 minute limitation. Leave must be granted by the Committee to deal with any matter not on the Agenda.)

8. MATTERS TO BE CONSIDERED

- 8.1. Holiday Messages on MiWay Bus Destination Signs

See notes under 6.1

RECOMMENDATION

That the Diversity and Inclusion Advisory Committee (DIAC) advises that the status quo be maintained with respect to holiday messages on MiWay bus destination signs.

Approved (D. Gordon-Mohamud)
Recommendation DIAC-0011-2016

- 8.2. Mississauga Citizenship Program

Councillor Sue McFadden, asked Members of the committee who wished to volunteer for the working group with respect to the Mississauga Citizen Program to put forward their names. Members, Denise Gordon-Mohamud, Josephine Bau, Ahmed Hamud, Abdul Qayyum Mufti, Irfan Malik volunteered to participate in the working group. Crystal Greer, Director, Legislative Services and City Clerk, spoke to the feedback required from Members of the Diversity and Inclusion Advisory Committee with respect to the criteria for Canadian Citizenship for citizen appointments.

Members of the committee engaged in discussion regarding the Mississauga Citizenship Program.

RECOMMENDATION

1. That a working group consisting of members of the Diversity and Inclusion Advisory Committee and staff be created to provide input into the Mississauga Citizenship Program.
2. That the Diversity and Inclusion Advisory Committee provide direction regarding the criteria for the Canadian Citizenship for citizen appointments.

Approved (A. Mufti)

Recommendation DIAC-0012-2016

8.3. 2017 Diversity and Inclusion Advisory Committee dates

RECOMMENDATION

That the memorandum dated October 12, 2016 from Stephanie Smith, Legislative Coordinator entitled 2017 Diversity and Inclusion Advisory Committee dates be received.

Received (B. Grewal)

Recommendation DIAC-0013-2106

8.4. Laurel Schut, Manager, Corporate Communications with respect to a verbal update regarding proclamations.

Laurel Schut, Manager, Corporate Communications provided an update on the one year pilot “The City of Mississauga’s Community Recognition Program” which has recognized communities in flag raising such as Portugal Day, Pride Community of Peel, Canadian Latin Heritage Association, and Mississauga Food Banks’ Annual Thanksgiving Campaign. Ms. Schut further advised that there has been requests for proclamations for Intergeneration Day, Genocide Remembrance Day in Mississauga, Peel Pride Week, Pregnancy and Infant Loss Awareness Day; Canada’s National Teen Driver Safety Week, World Pancreatic Cancer Awareness Day,

Councillor Sue McFadden thanked Ms. Schut for the update and invited Ms. Schut back to a future Diversity and Inclusion Advisory Committee to provide an update as more information is available.

9. OTHER BUSINESS

Mississauga Welcome Day

Councillor Sue McFadden thanked Laurel Schut, Manager Corporate Communications and the Communications Team and the 3 Members of the Diversity and Inclusion Advisory Committee for their participation in the Mississauga Welcome Day event on Saturday, October 15, 2016. Councillor McFadden advised that resident turn-out was not as anticipated, but noted that despite the disappointing turn-out, the event was a great success being it's the first event of its kind.

Canada's 150th Anniversary Parade of Nations

Councillor Starr spoke to the possibility of a Canada 150 Anniversary Parade of Nations, and invited Members to share their ideas regarding such as a parade, by sending Councillor Starr an email.

Janice Baker, City Manager, CAO, advised staff are working on the types of celebrations to mark the country's 150th Anniversary.

10. DATE OF NEXT MEETING - February 15, 2017

11. ADJOURNMENT 8:10 p.m.