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## Diversity and Inclusion Advisory Committee

### Date

2017/02/15

### Time

6:00 PM

### Location

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

### Members

#### Citizen Members

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

Christopher Taylor  
Sandeep Tatla  
Sharon Douglas

#### Members of Council

Councillor Sue McFadden (Chair)  
Councillor Ron Starr (Vice-Chair)  
Mayor Bonnie Crombie

### Contact

Stephanie Smith, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 3795  
[stephanie.smith@mississauga.ca](mailto:stephanie.smith@mississauga.ca)

### Find it Online

<http://www.mississauga.ca/portal/cityhall/diversityandinclusioncommittee>

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1. CALL TO ORDER
  2. APPROVAL OF THE AGENDA
  3. DECLARATION OF CONFLICT OF INTEREST
  4. MINUTES OF PREVIOUS MEETING
    - 4.1. Diversity and Inclusion Advisory Committee - October 19, 2016
  5. PRESENTATIONS
  6. DEPUTATIONS
    - 6.1. Eddy Robinson, parent and business owner will making a declaration to Truth and Reconciliation Calls to Action and requesting to post the Residential School Apology within the City of Mississauga buildings.
  7. PUBLIC QUESTION PERIOD - 15 Minute Limit  
(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. Community Engagement Strategy Facilitated Discussion (LeeAnn Lloyd, Strategic Leader and Liz Nield, Lura Consulting 60 minutes)
    - 8.2. Citizen Engagement Program Verbal Update (Diana Rusnov, Manager, Legislative Services)
  9. INFORMATION ITEMS
    - 9.1. Memorandum regarding Paula DeCoito resignation from the Diversity and Inclusion Advisory Committee
    - 9.2. 2017 Diverse Communities Promotions Plan Update
  10. OTHER BUSINESS
  11. DATE OF NEXT MEETING - May 17, 2017
  12. ADJOURNMENT

# 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](mailto: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](mailto: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 150<sup>th</sup> 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 150<sup>th</sup> Anniversary.

## 10. DATE OF NEXT MEETING - February 15, 2017

## 11. ADJOURNMENT 8:10 p.m.





# COMMUNITY ENGAGEMENT

building our  
strategy

**we're  
improving  
the way we  
engage**

Tell us what we do well,  
how we can do better, and  
what future consultation with  
the City can look like.



[mississauga.ca/community-engagement](http://mississauga.ca/community-engagement)

The Planning and Building department is leading the development of a community engagement strategy to support City staff in their efforts to consult with our residents and stakeholders. This initiative is an action under the Connect Pillar of the Strategic Plan. It will provide clear guidelines for how residents and stakeholders can be heard and get involved in important City matters.

The City consults and engages with the community on a regular basis and hosts many engagement events each year. The 2017 Budget Allocator, Dundas Connects, My Malton, Inspiration Port Credit, the Stormwater Charge, the Affordable Housing Partnership and Future Directions, are just some of the examples of how the City successfully engages with the community.

A community engagement strategy for City staff will enhance our engagement practices. It will focus on making it easier for residents to have their say on the issues that are important to them, and create a consistent approach across the corporation. It will respond to the ever-increasing reliance on social media and guide us to better respond to the growing diversity of residents.

To help develop this strategy we are consulting with the public and key stakeholder groups in February. The Accessibility Advisory Committee is one of our key stakeholder groups.

We will be coming to your February meeting to facilitate a round table conversation on what has worked well, what can be improved and your ideas for community engagement for the future.

LeeAnn Lloyd, Strategic Leader in Planning and Building is lead on this project and will attend along with an external facilitator, Liz Nield from Lura Consulting.

## Discussion Questions

1. What do you think is meaningful community consultation?
2. What do you think are the best ways for the City of Mississauga to consult with members of the community on City matters?
3. What advice do you have for the City of Mississauga to make community consultation more accessible and inclusive?

For more information, please visit:

[www.mississauga.ca/community-engagement](http://www.mississauga.ca/community-engagement)

City of Mississauga



# Memorandum

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**To:** Chair and Members of the Diversity and Inclusion Advisory Committee

**From:** Stephanie Smith, Legislative Coordinator

**Date:** February 2, 2017

**Subject:** Paula DeCoito Resignation from the Diversity and Inclusion Advisory Committee

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Please be advised that Paula DeCoito resigned as a stakeholder member from the Diversity and Inclusion Advisory Committee on October 20, 2016.

Regards,

Stephanie Smith  
Legislative Coordinator  
Legislative Services, Office of the City Clerk  
300 City Centre Drive, Mississauga, ON L5B 3C1  
(905) 615-3200 ext. 3795  
[stephanie.smith@mississauga.ca](mailto:stephanie.smith@mississauga.ca)

# City of Mississauga

## Memorandum



Date: 2017/02/08

To: Diversity and Inclusion Advisory Committee

From: David Ferreira, Brand Manager

Meeting Date: 2017/02/15

Subject: 2017 Diverse Communities Promotions Plan Update

### 2016 Result Highlights

Number of ads placed: 8 (translated into the top 10 non-official languages and French)

Number of publications: 46

Total circulation: 3,215,000 (includes figures from unaudited publications)

Total budget: \$25,000

Ad topics: Celebration Square: Summer Series, Celebration Square: Canada Day, Community events Calendar, Recreation Programs, Library, 2016 Welcome Day, Job Opportunities, and Budget Process

### 2017 Proposed Plan

Number of ads: 13 (translated into the top 10 non-official languages and French)

Number of publications: TBD

Total budget: \$45,000

Proposed ad topic calendar: *see chart below*

Date	Topic
May	C150: Birthday Card
	Celebration Square: Summer Series
June	Promote use of City events calendar
	Celebration Square/C150: Canada Day
July	Sign-up for City e-newsletter
	C150: Volunteer Challenge
August	Recreation: Fall Program Registration
September	2017 Welcome Day
	Library
October	Stormwater
	Job opportunities at the City of Mississauga
November	Budget
December	Mayor's Levee

### Additional Comments

New for the 2017 plan is the use of registered newspapers. To date, 33 newspapers have registered to be part of the plan; registration remains open to multicultural newspapers on the City's website. We plan to attend and present the next plan update at the DIAC meeting, currently scheduled for Sept. 13, 2017.