

REPORT NO. 266 of the
**SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held January 7, 2015

Present:

- Councillor Ed Sleiman, Chair**
- Councillor Paul Borrelli**
- Councillor Rino Bortolin**
- Councillor John Elliott**
- Councillor Jo-Anne Gignac**

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Gignac, seconded by Councillor Bortolin,
THAT the minutes of the Seniors Advisory Committee meeting held November 19, 2014 **BE RECEIVED** for information.
Carried.

Clerk's Note: The minutes of the Seniors Advisory Committee meeting held November 19, 2014 are attached as background information.

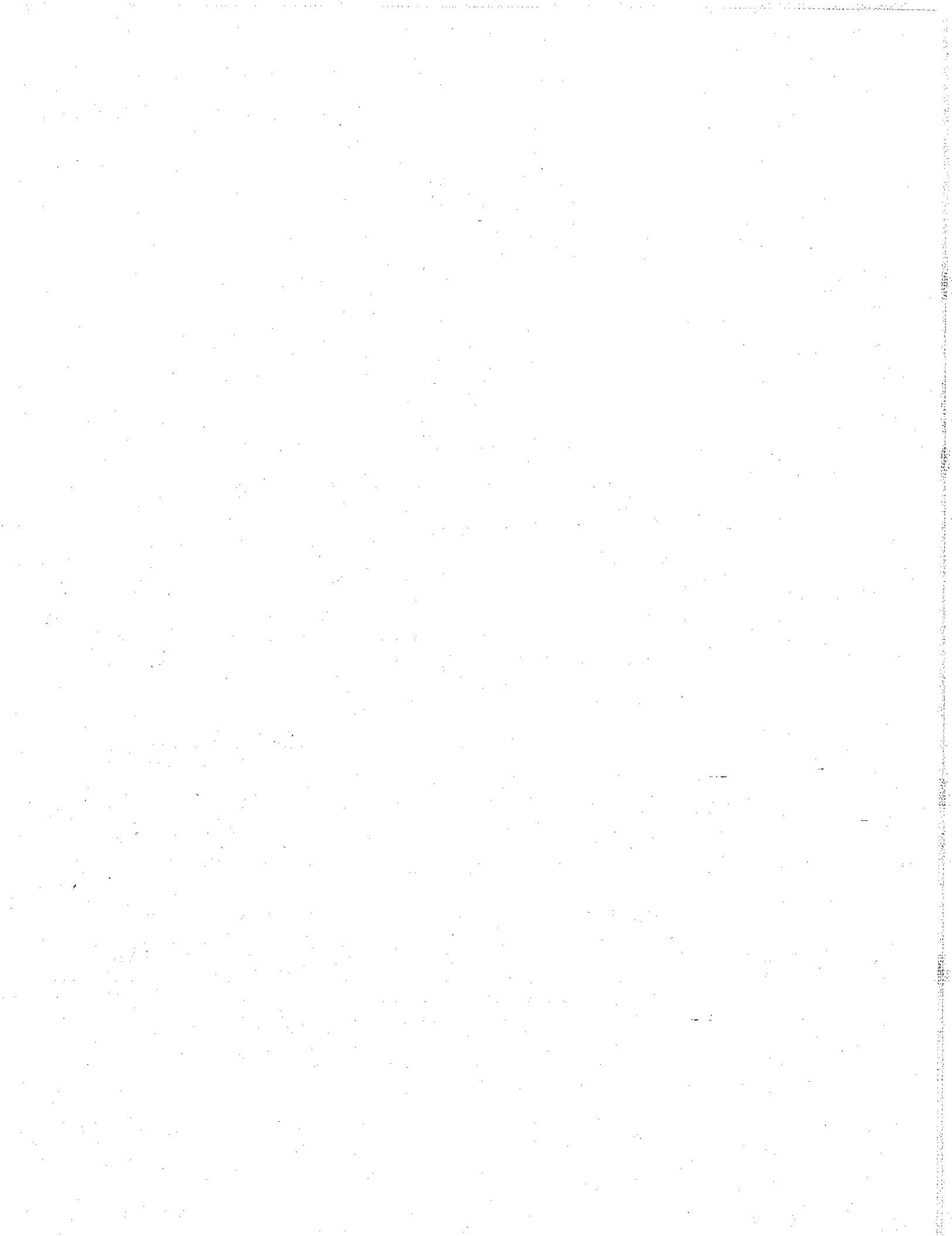


CHAIRPERSON



DEPUTY CLERK

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX



KK/
Windsor, Ontario November 19, 2014

A meeting of the **Seniors Advisory Committee** is held this day commencing at 9:30 o'clock a.m. in Room 407, 400 City Hall Square East, there being present the following members:

Larry Duffield, Chair
Councillor Ed Sleiman
Lynn Adams
Jill Cadarette
Alex Gyemi
Jeannette Ware-Mikhael

Regrets received from:

Bruce Draper
Frank Duralia
Cal Little

Also present are the following resource personnel:

Pam Labute, Manager, Community Development
Janice Koval, Accessibility & Diversity Librarian, Windsor Public Library
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 9:38 o'clock a.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. ADDITIONS TO THE AGENDA

Moved by J. Cadarette, seconded by J. Ware-Mikhael,

That Rule 3.3 (c) of the Procedure By-law 98-2011 be waived to add the following additions to the Agenda:

- 6.3** International Day of Elder Persons – October 1, 2014
- 8.0** Windsor Accessibility Advisory Committee minutes
- 8.0 (e)** Transit Windsor
- 9.0** Storage space for SAC items

Carried.

Councillor Sleiman was absent from the meeting when the vote was taken on this matter.

3. **DECLARATIONS OF CONFLICT**

None disclosed.

4. **ADOPTION OF THE MINUTES**

Moved by L. Adams, seconded by A. Gyemi,
That the minutes of the Seniors Advisory Committee of its meeting held September 18,
2014 **BE ADOPTED** as presented.
Carried.

5. **CHAIR'S REPORT**

The Chair's Report dated November 19, 2014 is distributed and **attached** as Appendix
"A". The Chair provides an overview of his report and he notes the four year term priority issue
has been the Age Friendly Windsor Project.

Moved by L. Adams, seconded by J. Cadarette
That the Chair's Report dated November 19, 2014 **BE RECEIVED** for information.
Carried.

6. **BUSINESS ITEMS**

6.1 **SAC Annual Report 2014**

Moved by L. Adams, seconded by J. Ware-Mikhael,
That the Seniors Advisory Committee 2014 Annual Report **BE RECEIVED**.
Carried.

6.2 **Expenditures for 2014 from the SAC Operating Budget**

Moved by L. Adams, seconded by J. Ware-Mikhael,
That **APPROVAL BE GIVEN** to an expenditure in the upset amount of \$70 (\$35 each)
for Bruce Draper and Jeannette Ware-Mikhael to attend the Council on Aging Workshop held
February 20, 2014 at Huron Lodge, 1881 Cabana Road West.
Carried.

No motion is required for the payment of the SAC ad in the 2013 Summer Activity Guide
as it was previously paid.

The Chair suggests promotional items such as pens, and magnifiers in plastic sleeves be
purchased as give-aways at SAC events.

J. Cadarette reports the Windsor Essex County Health Unit will be redesigning the Age Friendly Windsor Logo and will also design an educational information sheet (brochure or fact sheet) which includes the printing. The cost is \$1,000 for this service and a motion to fund "the purchase of marketing materials including an Age Friendly pamphlet" was approved at the March 5, 2014 SAC meeting.

6.3 International Day of Elder Persons – October 1, 2014

The Chair states the International Day of Elder Persons held on October 1, 2014 on the City Hall grounds was a great success. The event was hosted by representatives from SAC, CARP Windsor-Essex, the National Pension Reform Committee, the Unifor Retirees, the Municipal Retirees Organization Ontario and Life After Fifty. Key note speakers included Howard Pawley, Professor Emeritus, University of Windsor and former Premier of Manitoba and Ken Lewenza, for Chair of the CAW.

7. COMMUNICATIONS

L. Adams (SAC non-voting representative on the Windsor Accessibility Advisory Committee) reports in his review of the September 9, 2014 WAAC minutes, discussion was held relating to accessible taxicabs and the formation of a subcommittee to review the accessible taxicab matter. He notes an audit will be undertaken to look at recreational facilities in terms of accessibility.

Moved by L. Adams, seconded by J. Cadarette,

That the verbal update by Lynn Adams relating to the minutes of the Windsor Accessibility Advisory Committee of its meeting held September 9, 2014 **BE RECEIVED** for information.

Carried.

Councillor Sleiman suggests a SAC member sit on Handi Transit as a non-voting member.

8. REPORTS

8.1 Sub Committee Reports

(a) Advocacy

L. Adams expresses concern regarding the establishment of community mailboxes and the cessation of home delivery by Canada Post. Councillor Sleiman adds the City chooses the location of the community mailboxes.

L. Adams indicates the Community Care Access Centre (CCAC) has announced a \$5M deficit and home care hours are being cut (33% cut in daily nursing visits). He expresses concern this situation will impact seniors intent in remaining in their homes. He notes the seniors will be forced to go to a paid provider for nursing care.

J. Cadarette suggests the CCAC matter be referred to CARP. The Chair, who is also Chair of CARP Advocacy will bring the CCAC matter to that committee for discussion.

Moved by L. Adams, seconded by A. Gyemi,
That the Snow Angels Program for the City of Windsor **BE SUPPORTED**.
Carried.

(b) Communications and Promotions

The Chair reports promotional items will be purchased as give-aways at SAC events.

(c) Policies & Procedures

Discussion ensues regarding the purview and parameters within the SAC Mandate. It is noted an Orientation Session will be provided by the Supervisor of Council Services and Deputy City Clerk and the Committee Coordinator for the new appointees of SAC in which several topics will be discussed.

A. Gyemi suggests legal counsel attend SAC meetings to explain SAC's jurisdiction as it relates to their mandate.

(d) Age Friendly Windsor Project

J. Cadarette provides the following update as it relates to the Age Friendly Windsor Project:

- One hundred copies of the Age Friendly Windsor Action Plan have been printed and will be distributed judiciously due to the cost of the printing.
- SAC has purchased a one year subscription to Survey Monkey which will establish a Face Book presence for SAC.
- A Southwestern Ontario Age Friendly Network has been established. Quarterly meetings are held via teleconferencing.
- In terms of the Action Plan, currently are in an implementation phase. The recommendations have been established and the work has begun.
- The Action Plan will be updated on a regular basis. Will maintain contact with the Executive Initiatives Coordinator.

Moved by L. Adams, seconded by A. Gyemi,
That the verbal update by Jill Cadarette relating to the Age Friendly Windsor Project **BE RECEIVED** for information.
Carried.

(e) **Transit Windsor**

A memo from the Director of Operations and General Manager to the Transit Windsor Board of Directors dated June 13, 2014 entitled "2014 Seniors' Week Promotion" is distributed and **attached** as Appendix "B".

Moved by J. Cadarette, seconded by J. Ware-Mikhael,
That the memo from the Director of Operations and General Manager to the Transit Windsor Board of Directors dated June 13, 2014 entitled "2014 Seniors' Week Promotion" **BE RECEIVED**.
Carried.

It is generally agreed an agenda item (in early 2015) will include a discussion relating to the \$500 contribution to Transit Windsor for the Seniors Week Promotion.

9. **NEW BUSINESS**

The Chair asks if storage space is available within the City facilities to house SAC brochures, promotional items, etc. As storage space is limited in city facilities, J. Cadarette suggests investigating the cost of a storage unit.

10. **ADJOURNMENT**

There being no further business, the meeting is adjourned at 11:33 o'clock a.m.

CHAIR

COMMITTEE COORDINATOR

AGENDA
and Schedule "A" to the minutes of the meeting of the
SENIORS ADVISORY COMMITTEE
Wednesday, November 19, 2014
at 9:30 a.m.
Room 407, 400 City Hall Square East

1. **CALL TO ORDER**

2. **DECLARATIONS OF CONFLICT**

3. **MINUTES**

Adoption of the minutes of the Committee meeting held on September 18, 2014
(previously distributed).

4. **CHAIR'S REPORT**

5. **BUSINESS ITEMS**

5.1 **SAC Annual Report 2014**

The SAC 2014 Annual Report is *attached*.

5.2 **Expenditures for 2014 from the SAC Operating Budget**

- Motion to approve the registration fee for Jeannette Ware-Mikhael and Bruce Draper (\$35 each) for their attendance at the Council on Aging Workshop held February 12, 2014.
- SAC at its meeting held March 20, 2013 approved the following motion:
Moved by L. Adams, seconded by C. Little,
"That the advertisement to be placed in the City of Windsor Activity Guide acknowledging the Seniors Advisory Committee BE APPROVED as amended."

It appears the ad (copy *attached*) which appeared in the 2013 Summer Activity Guide was not paid. Motion to approve \$460 payable to Parks and Recreation. The invoice dated October 29, 2014 from Parks and Recreation is *attached*.

6. **COMMUNICATIONS**

None.

7. **REPORTS**

7.1 **Sub-Committee Reports:**

(a) Advocacy

(b) Communications and Promotions

(c) Policies & Procedures

(d) Age Friendly Windsor Project

8. **NEW BUSINESS**

Discussion regarding a possible meeting with the newly elected Ward Councillors.

9. **ADJOURNMENT**

Kadour, Karen

Subject: FW: SAC Chairs Report Nov 19 2014

From: Larry DUFFIELD [mailto:larry.duffield@sympatico.ca]

Sent: Tuesday, November 18, 2014 8:26 PM

To: Kadour, Karen

Subject: Fwd: SAC Chairs Report Nov 19 2014

SAC Quarterly Meeting November 19, 2014 Chair's Report

On Monday, this week the current City Council met for the last time and on December 1 the incoming City Council, elected on October 26, will have its first meeting. Among their first acts will be a call for individuals from the community to apply for appointment to agencies, boards and committees which Council appoints. The Seniors Advisory Committee will be one of these. Thus, for all intents and purposes our term of office will end on December 1 and today's meeting may constitute our last meeting pending further direction from Council.

Our task today will be to wind up our business for 2014 and to provide a record for the incoming SAC to consider. In brief, this includes receiving our SAC Annual Report 2014 as attached and completing our CFY budget actions within the proscribed timeframe.

In considering our agenda, appropriate to note that our four year term priority issue has been the Age Friendly Windsor Project. We can take some satisfaction that two significant milestone time-tables were met.

The first was the securing of our membership in the WHO Global Network of AFC in June 2012 by the submission of our Community Report.

The second was the completion and dispatch in June this year of our AFW Action Plan 2014 – 2017 confirming our partnerships with the City's Administration and the AFW Network in its execution and implementation.

For the record, I would note that SAC did have its usual monthly informal meetings on Oct 15 and Nov 5 at which fruitful discussions transpired on the drafting of the Annual Report and on the 2014 Budget.

My thanks to all SAC members particularly Councillor Sleiman and our support group of Karen, Pam, Janice, and Celia. I hope all of you will consider as I intend, to re-apply for re-appointment to SAC. We have done much but much remains to

accomplish in carrying out SAC's mandate to represent to Council and Administration seniors interests identified through regular consultations.

Respectively, Larry Duffield, Chair, Windsor SAC.

TRANSIT WINDSOR REPORT

MISSION STATEMENT:

"PROVIDING SAFE, RELIABLE AND AFFORDABLE PUBLIC TRANSIT FOR THE COMMUNITY THROUGH CONTINUOUS IMPROVEMENT IN CUSTOMER CARE, ENVIRONMENTAL STEWARDSHIP AND EMPLOYEE EXCELLENCE."

TO: Transit Windsor Board of Directors
FROM: Director of Operations and General Manager
DATE: June 13, 2014
SUBJECT: 2014 SENIORS' WEEK PROMOTION

RECOMMENDATION:

That the Transit Windsor Board of Directors **RECEIVE FOR INFORMATION** the ridership results from the 2014 Seniors' Week promotion.

BACKGROUND:

Since 2008, the Transit Windsor Board of Directors has recognized our senior riders during one week in June, to coincide with Seniors' Month, by offering \$1.00 fares. The promotion has been partnered with the Seniors' Advisory Committee (SAC). At the May 2013 meeting, the Board approved the \$1.00 promotion for the first week of June 2014 (Resolution T.W. 60/2013). Further, at the May 13, 2014 meeting, the Board of Directors approved the policy to support the continuation of the Seniors' Week promotion annually during the first week of June (Resolution T.W. 20/2014).

DISCUSSION:

Ridership for the 2014 promotion was slightly higher than the previous year, as approximately 1,741 seniors took advantage of the \$1.75 savings. Promotional material was not available for this year due to time lines; however, positive website and media coverage helped to promote the incentive. The Seniors' Advisory Committee and Transit Windsor have committed to working closer in the future to provide awareness of this event now that it has become a permanent program. The table below summarizes ridership since the program was launched in 2008.

Year	Ridership during Seniors' Week
2008	3,570
2009	3,597
2010	2,471
2011	3,186
2012	1,686
2013	1,530
2014	1,741

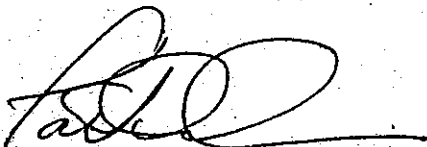
FINANCIAL MATTERS:

The revenue loss associated with this promotion is accounted for in our annual operating budget.

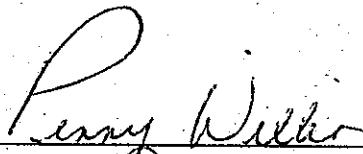
Seniors' cash fare revenue without promotion (1,741 x \$2.75)	\$ 4,787.75
Less Seniors' cash fare during promotion	<u>1,741.00</u>
Revenue Loss	<u>(\$3,046.75)</u>

CONCLUSION:

With the increase in the 2014 promotion, Seniors' Week continues to be a positive opportunity for Transit Windsor to partner with the Seniors' Advisory Committee and promote public transit with our senior riders.



Patrick Delmore
Director of Operations



Penny Williams
General Manager

