

REPORT NO. 341 of the
SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE
of its meeting held October 7, 2015


Present: Councillor Ed Sleiman, Chair
Councillor Paul Borrelli
Councillor Rino Bortolin
Councillor Jo-Anne Gignac


Regrets: Councillor John Elliott

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

Moved by Councillor Bortolin, seconded by Councillor Gignac
THAT the minutes of the Diversity Committee meeting held June 23, 2015 **BE RECEIVED** for information.
Carried.

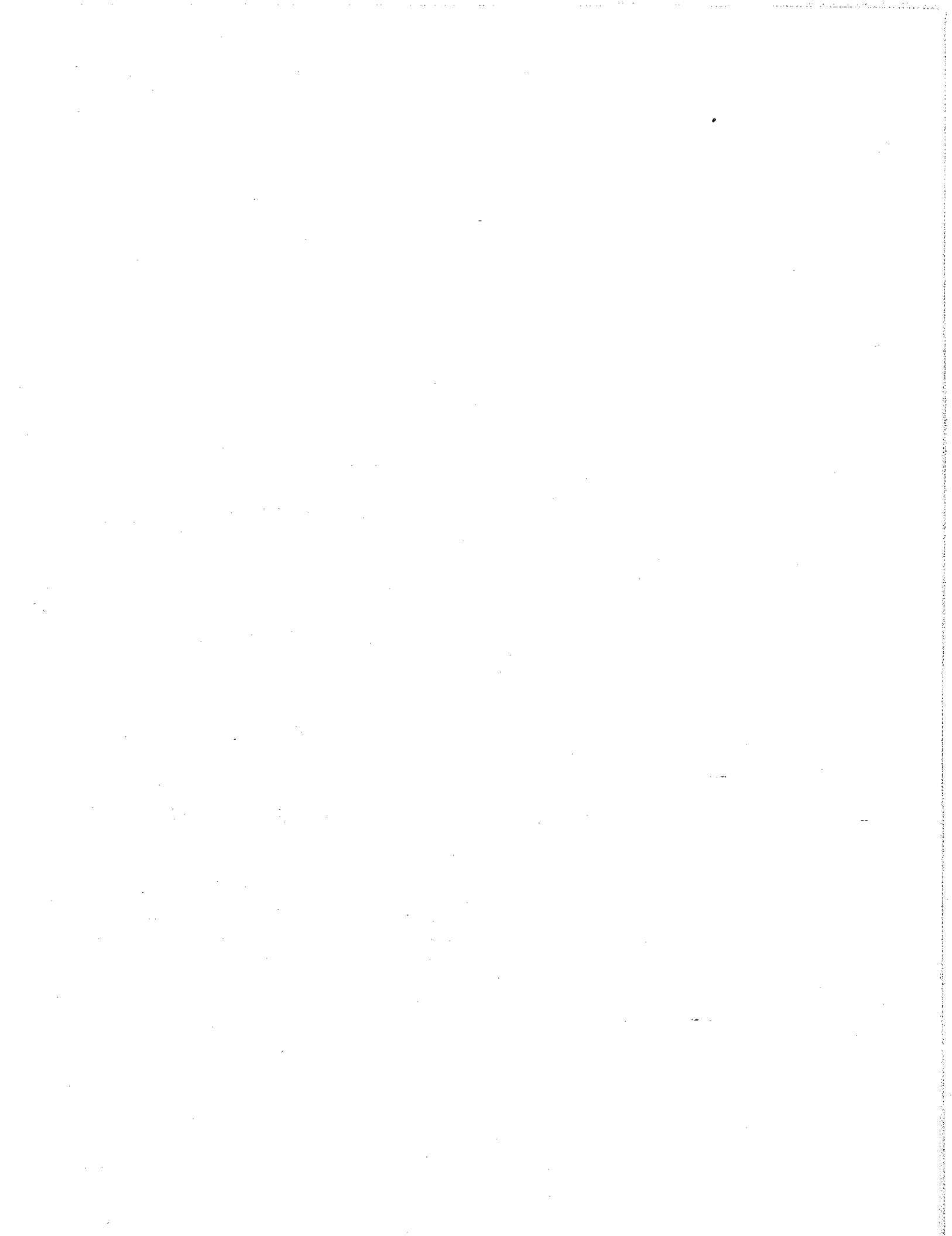
Clerk's Note: The minutes of the Diversity Committee meeting held June 23, 2015 are attached as background information.



CHAIRPERSON


SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION:				
Name	Address	Email Address	Telephone	FAX



KK/
Windsor, Ontario June 23, 2015

A meeting of the **Diversity Committee** is held this day commencing at 4:30 o'clock p.m. in Room 407, 400 City Hall Square East, there being present the following members:

Dr. Sushil Jain, Chair
Manminder Matharu, Vice Chair
Councillor Bill Marra
Bik Grewal (alternate)
Yo Son Dah Nost Huff
Sunjee John (arrives at 5:05 p.m.)
Bradley Jones
Charlotte LeFrank
Mel Lucier (alternate)
Sarah Mushtaq (alternate) (arrives at 4:38 p.m.)
Padmini Raju

Regrets received from:

Anna Adisho
Camila Alves
Colm Holmes

Also present are the following resource personnel:

Gayle Jones, Diversity/Accessibility Officer
Stefan Fediuk, Landscape Architect
Mary Rodgers, Corporate Marketing & Communications Officer
Gus Tahiri, Masters Student, University of Windsor
Karen Kadour, Committee Coordinator

1. **CALL TO ORDER**

The Committee Coordinator calls the meeting to order at 4:36 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. **ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON**

The Committee Coordinator calls for nominations from the floor for the position of Chairperson. M. Matharu nominates Dr. Sushil Jain for the position of Chairperson and is seconded by Y. Huff. The Committee Coordinator asks if there are further nominations from the floor. Seeing none, the Committee Coordinator asks if Dr. Jain accepts. Dr. Jain accepts.

Moved by M. Matharu, seconded by Y. Huff,
That Dr Sushil Jain **BE ELECTED** Chair of the Diversity Committee for the term ending
December 31, 2015.
Carried.

Dr. Jain assumes the Chair.

3. **DECLARATIONS OF CONFLICT**

None disclosed.

4. **ADOPTION OF THE MINUTES**

Moved by Councillor Marra, seconded by P. Raju,
That the minutes of the Diversity Committee of its meeting held May 12, 2015 **BE**
ADOPTED as presented.
Carried.

5. **BUSINESS ITEMS**

5.1 **Communications – Utilizing Social Media, Videos and Website to assist the
Committee with achieving its goals**

Mary Rodgers, Corporate Marketing & Communications Officer is present to provide
information relating to the City of Windsor Social Media Tools. The “City of Windsor Social
Media Tools Presented by Mary Rodgers Tuesday, June 23, 2015” document is attached as
Appendix “A”.

The salient points of discussion related to the presentation are as follows:

Fundamental changes in media includes:

- Access to free, online communications tools for text, sounds, video, 24/7 access and promotion,
- Feeding “the beast” is now constant and not related to deadlines
- Media is now converged, newspapers include video and online digital papers in addition to print. Radio does online news shorts, and TV includes web stories.

Why use Social Media:

- It improves customer service
- It increases awareness and understanding of services offered.
- It's cost effective (most tools are free)
- It can help manage crisis and response
- It fosters collaboration
- It's fast.

The Chair thanks Mary Rodgers for her presentation.

5.2 City of Windsor Parks Master Plan

Stefan Fediuk, Landscape Architect is present to provide information related to the Parks Master Plan. The Presentation entitled "Welcome to the City of Windsor Parks & Recreation Master Plan" is attached as Appendix "B". He indicates the Parks Master Plan will be reviewed by City Council in the Fall 2015.

In response to a question asked by G. Jones regarding what input S. Fediuk is seeking from the Committee, S. Fediuk responds he is asking the members to contemplate the groups they represent and what would these groups like to see.

S. John indicates she would like to see parks with an intergenerational play area that allows enjoyment for both children and seniors. Also, she suggests the placement of stationary fitness equipment for seniors/adults to utilize, and splash pads for children.

S. Fediuk reports most people visit parks located within their neighbourhood.

B. Jones refers to Windsor's heritage and suggests the creation of a "historical" park. He notes if Windsor Arena is demolished, consideration should be given to the creation of a park on this site. Councillor Marra states the Windsor Arena property is currently held in abeyance pending funding from the Windsor Essex Catholic District Board for the construction of a school.

Y. Huff recommends the placement of community gardens in the parks. She states plants indigenous to various ethnicities could be planted in the gardens.

In response to the following question asked by S Fediuk "What do you value most in parks and recreation?", the following comments are provided:

- Place to unwind, meditate, clean, peaceful and well maintained
- Shelter, washrooms, safety
- Cycling and walking paths/trails
- Heritage, historical
- Place to meet people
- Picnic areas
- Important to have a fair and equitable distribution of parks throughout the City
- Area for "pole walking"
- Accessible amenities
- Drinking fountains

The Parks and Recreation – Master Plan Public Feedback Survey – June 2015" is attached as Appendix "C". Members are encouraged to complete the form and return it to the Parks Department.

M. Lucier leaves the meeting at 5:50 o'clock p.m.

The Chair thanks S. Fediuk for his presentation.

5.3 Review of Mandate/Terms of Reference

Moved by Councillor Marra, seconded by B. Jones,
That the review of the Diversity Committee Mandate/Terms of Reference **BE DEFERRED** to the September 8, 2015 meeting of the Diversity Committee to allow for the Mandate/Terms of Reference Subcommittee to provide an update.
Carried.

5.4 Discussion – Barriers to Employment

Moved by P. Raju, seconded by B. Grewal,
That the discussion relating to "Barriers to Employment" **BE DEFERRED** to the September 8, 2015 meeting of the Diversity Committee.
Carried.

6. NEW BUSINESS

B. Jones invites members of the Diversity Committee to attend the Emancipation Celebration to be held on August 1-2, 2015.

7. DATE OF NEXT MEETING

The next meeting will be held on September 8, 2015 at 4:30 o'clock p.m. in Room 407, 400 City Hall Square East.

8. ADJOURNMENT

There being no further business, the meeting is adjourned at 6:00 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR

AGENDA
And Schedule "A" to the minutes of the meeting of the
DIVERSITY COMMITTEE
Tuesday, June 23, 2015
at 4:30 o'clock p.m.
Room 407, 400 City Hall Square East

1. **CALL TO ORDER**

2. **ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON**

3. **DECLARATIONS OF CONFLICT**

4. **ADOPTION OF THE MINUTES**

Adoption of the minutes of the meeting held May 12, 2015 (*previously distributed*)

5. **BUSINESS ITEMS**

5.1 **Communications**- Utilizing Social Media, Videos and Website to assist the Committee with achieving its goals

5.2 **City of Windsor Parks Master Plan- Stefan Fediuk Landscape Architect**- Overview and opportunity for Diversity Committee to provide input and comments

5.3 **Review of Mandate/Terms of Reference**
The subcommittee to provide any updates. The Mandate/Terms of Reference - *attached*

5.4 **Discussion—Barriers to employment**

6. **NEW BUSINESS**

7. **DATE OF NEXT MEETING**

8. **ADJOURNMENT**

City of Windsor Social Media Tools
Presented by Mary Rodgers
Tuesday, June 23, 2015

OVERVIEW

GOALS & OBJECTIVES

POLICIES & PROCEDURES

GRAPHICS STANDARDS

MEDIA RELATIONS

CORPORATE PUBLICATIONS

SOCIAL MEDIA

ACCESSIBILITY ISSUES


INTRANET & INTERNET

RESOURCES

PORTFOLIO

SocialMedia

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Social Media

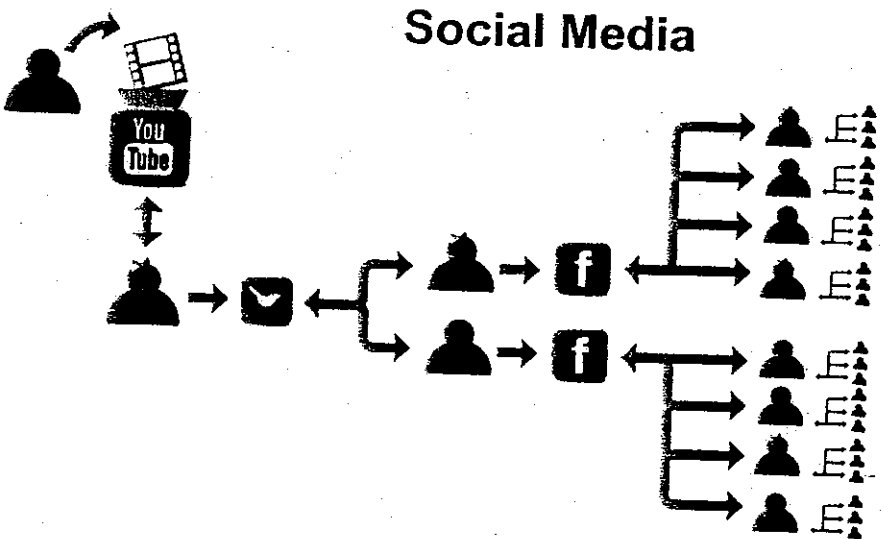
Mary Rodgers,
Corporate Marketing and
Communications Officer
mrodgers@citywindsor.ca

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Social Media



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What is *Social Media*?

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Social Media:

... the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.*

* Definition provided by Wikipedia.
Work on this definition began on July 9th 2006.

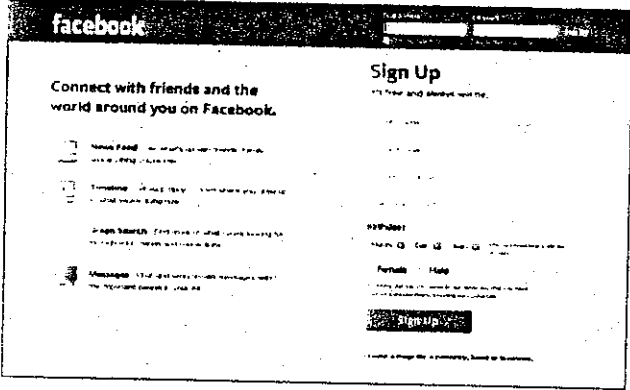
It has been revised over 500 times
by hundreds of authors.

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Popular Tools

- Information
- Social Networks**
- Media Sharing
- News
- Blogging
- Texting/Chatting



facebook

Connect with friends and the world around you on Facebook.

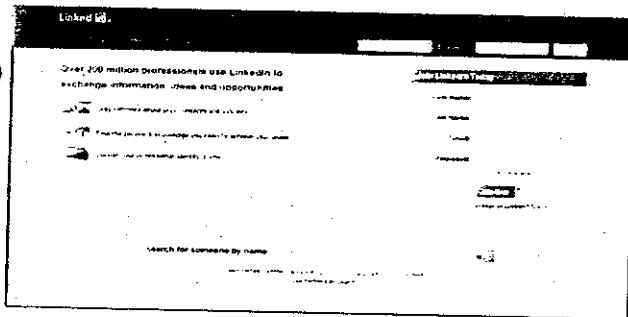
Sign Up

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LinkedIn

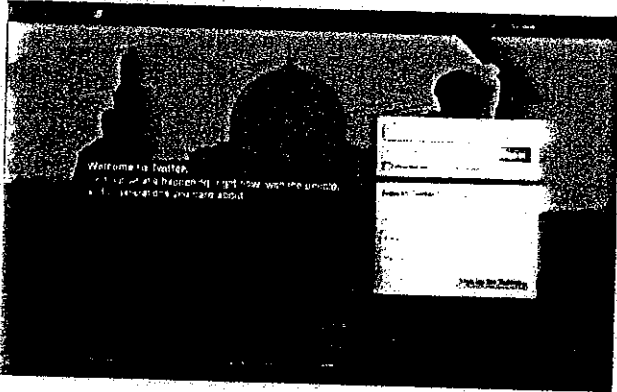
Over 250 million professionals use LinkedIn to exchange information, ideas and opportunities.

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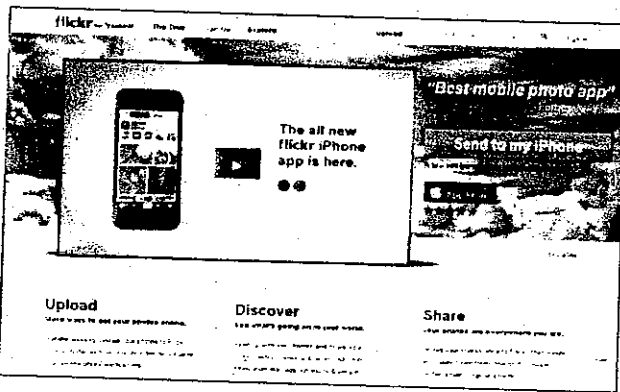


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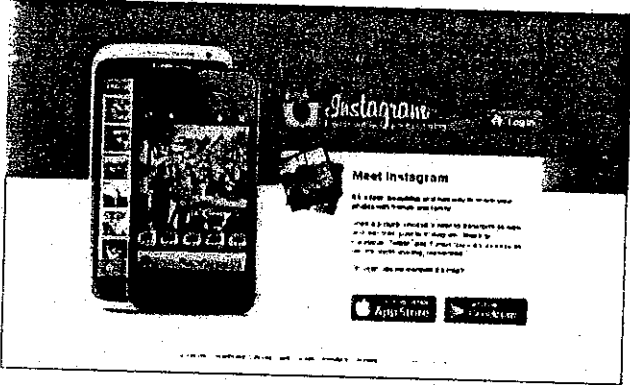


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Popular Tools

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Media Sharing
News
Blogging
Texting/Chatting

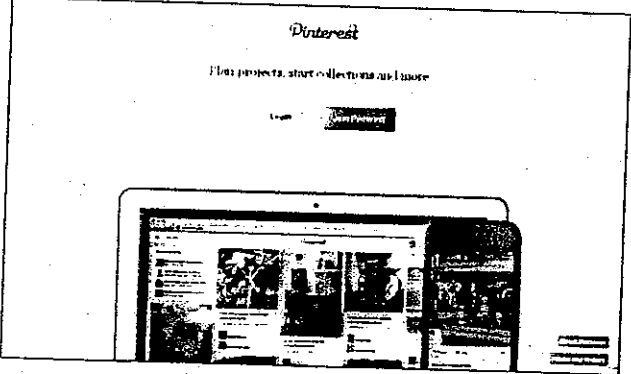


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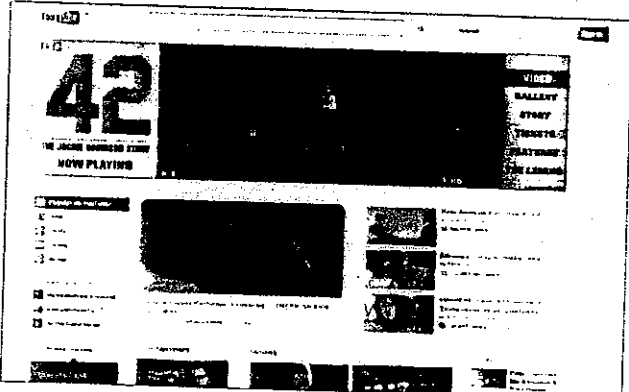


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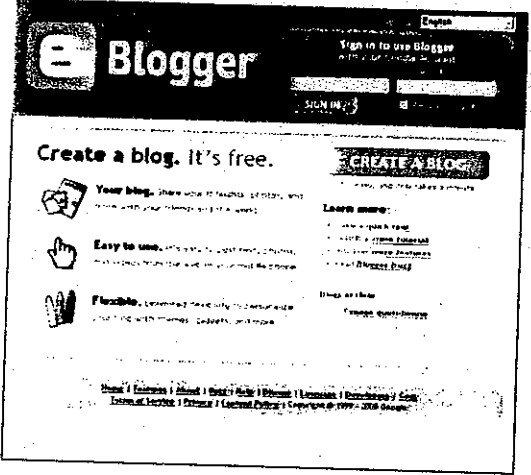


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Popular Tools

Information

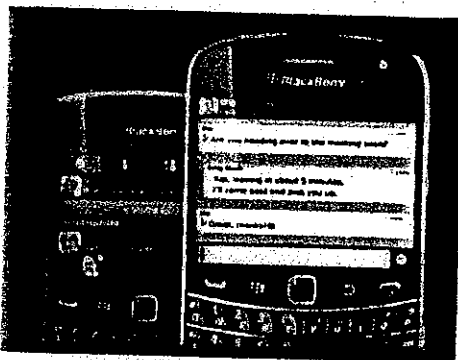
Social Networks

Media Sharing

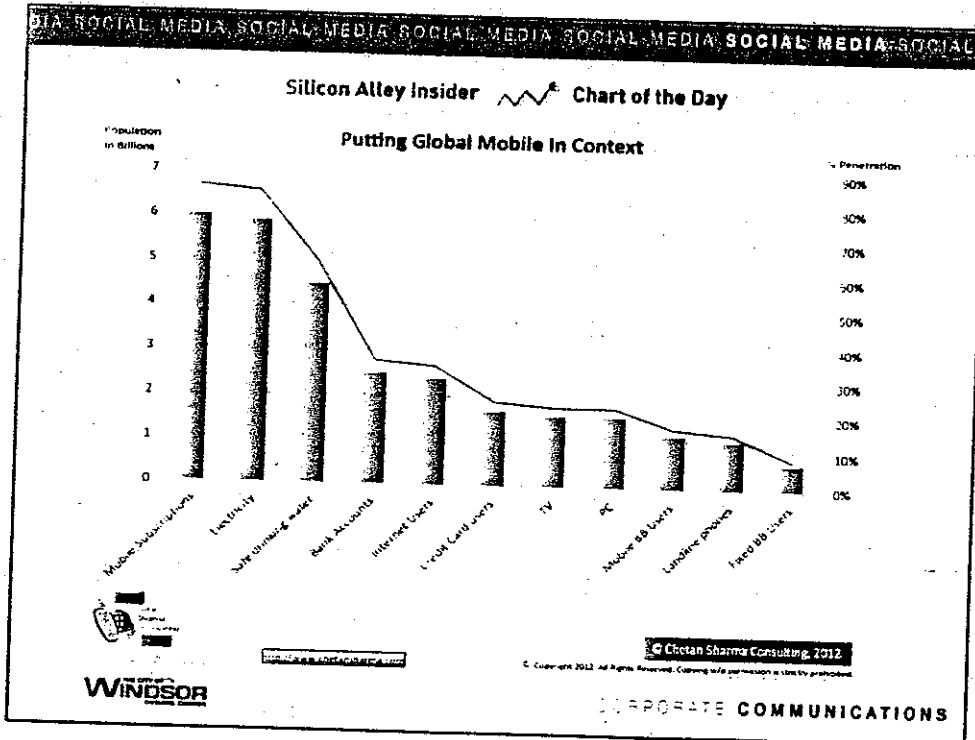
News

Blogging

Texting/Chatting

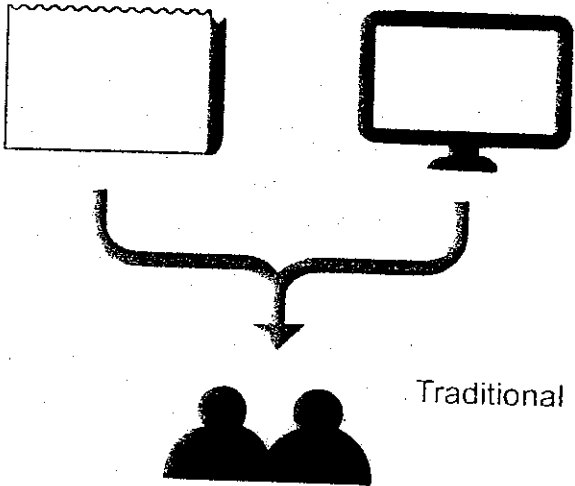


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Social Media. How is it different?

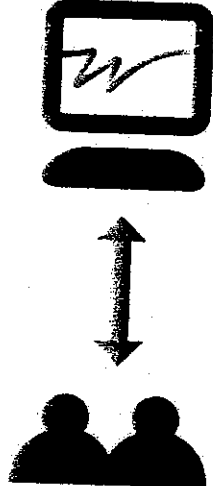


The diagram illustrates traditional media. At the top, there are two icons: a newspaper and a computer monitor. A large bracket underneath these two icons points downwards to two silhouettes of people. The text 'Traditional Media' is positioned to the right of the silhouettes.

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Social Media. How is it different?



The diagram illustrates social media. At the top, there is a computer monitor icon with a stylized 'W' logo on the screen, and a keyboard icon below it. A double-headed vertical arrow connects this computer setup to two silhouettes of people at the bottom. The text 'Social Media' is positioned to the right of the silhouettes.

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Fundamental Changes in Media

- Access to free, online communications tools for text, sounds, video
- 24/7 access and promotion
- Feeding the beast is now constant and not related to deadlines.
- Media is now converged: newspapers include video and online digital papers in addition to print. Radio does online news shorts, and TV includes web stories.

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City of Windsor on Social Media

-  2,684 Likes. 1,301,932 Total Reach.
-  6,641 Followers. 2,226 Tweets.
-  278 Videos. 134,828 Views.
-  77 Photos. 100,000+ Views.

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facebook

City of Windsor
1,088 likes

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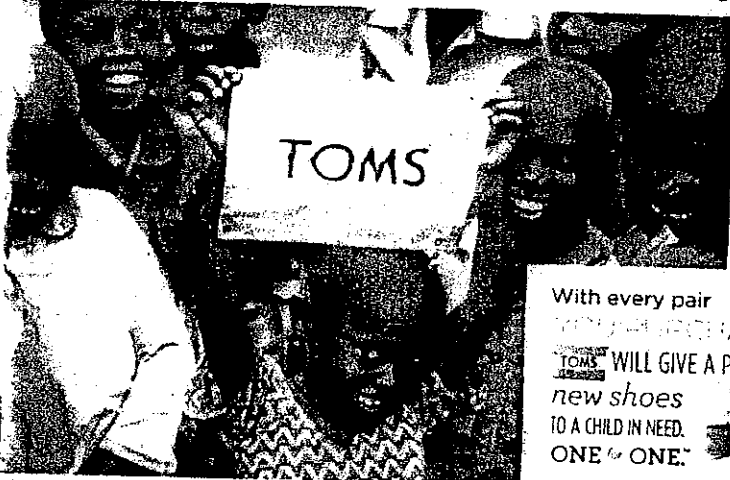
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Connecting with Fans Using Visuals

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Elicit Emotion with a Good Story

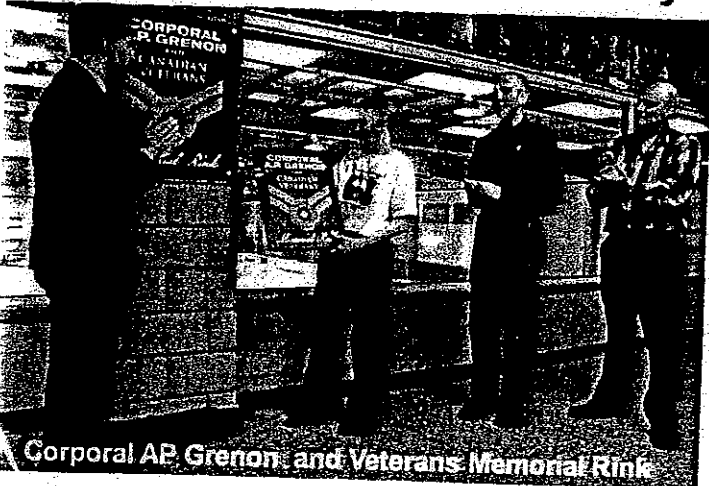


With every pair
you purchase,
TOMS WILL GIVE A PAIR OF
new shoes
TO A CHILD IN NEED.
ONE *for* ONE. 

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Elicit Emotion with a Good Story

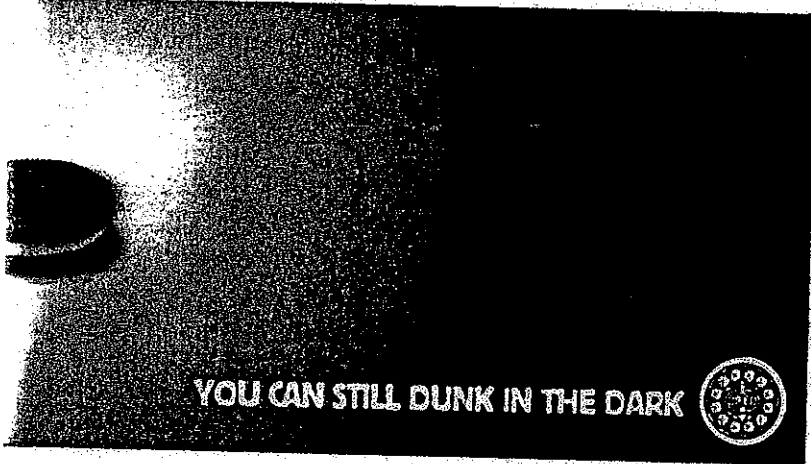


Corporal AP Grenon and Veterans Memorial Rink


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Make an Impression with Quick Thinking



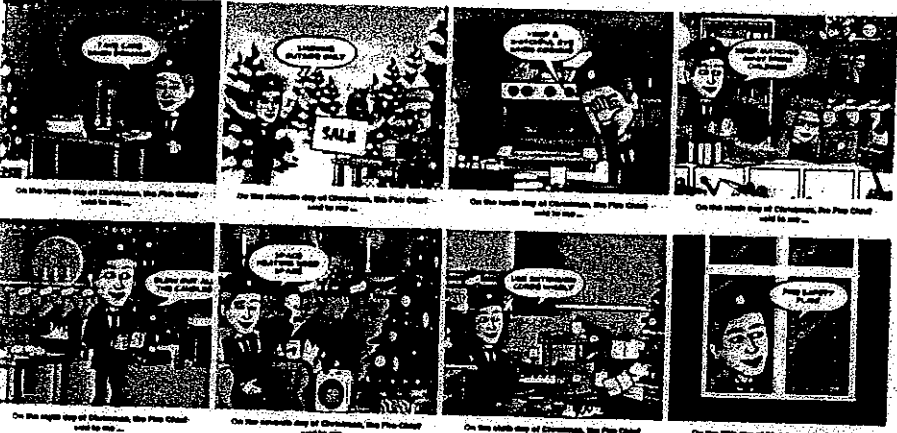
YOU CAN STILL DUNK IN THE DARK



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Make an Impression with Quick Thinking



On the twentieth day of Christmas, the Pin Child said to me...

On the nineteenth day of Christmas, the Pin Child said to me...

On the tenth day of Christmas, the Pin Child said to me...

On the eighth day of Christmas, the Pin Child said to me...

On the eighth day of Christmas, the Pin Child said to me...

On the seventh day of Christmas, the Pin Child said to me...

On the sixth day of Christmas, the Pin Child said to me...

On the fifth day of Christmas, the Pin Child said to me...



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Gain Trust with Useful Videos



Fun city every day!

adventurebay.ca or call 311

ADVENTURE BAY
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**Inspire Action with Overlays and Quotes
aka Memes**


- a humorous image, video, piece of text, etc. that is copied (often with slight variations) and spread rapidly by Internet users

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LET'S JUST SKIP THE BOWL AND PUT THE FOOD DIRECTLY IN MY MOUTH



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Inspire Action with Overlays and Quotes



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Foster Community with Customer Sharing




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City of Windsor Official Drouillard Road improvements complete. Reopening Wednesday morning.

RETWEET


↓



Citizen City of Windsor Official Drouillard Road improvements complete. Reopening Wednesday morning.

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1-800-387-4636 High Contrast Site

Employment Opportunities

- Food Service Resources
- General Job Postings
- Fire Force Recruitment
- General Skills Positions
- Human Resources Staff Positions
- Skills and Talent
- Workplace Opportunities
- Human Resources News

Employment Opportunities

Working here is more than just a job it's a career you can be proud of.

The City of Windsor is a progressive and exciting employer that offers rewarding career opportunities across a wide variety of work areas. All of our positions provide a challenging environment that excites and promotes advancement.

... have an immediate open and several imminent positions you can find postings on the website as they arise. ... call us at 319-225-4485 or 311.

Volunteer Opportunities

... visit the Hudson Lodge website page for info on a wide variety of positions that are available at our long-term care facility for seniors. ... call 519-225-4485 or visit the Livesteam at 256 The Street West.

... meet our new interns, a volunteer photo removal service designed to assist social servers during the work month.

For general information, contact 311. For detailed enquiries contact Human Resources Department, 400 City Hall Square, Ext. Suite 408, Windsor, Ontario.

London
434-700
Phone: (519) 255-4510
Fax: (519) 255-4504
TDD: (519) 255-4485
Email: hr@cityofwindsor.ca

Partnerships

- City of Windsor BC Environment
- City of Windsor Community Manager
- City of Windsor Library Services Coordinator
- City of Windsor Parks and Recreation
- City of Windsor Police
- City of Windsor Public Health
- City of Windsor Recreation
- City of Windsor Senior Services
- City of Windsor Social Services
- City of Windsor Water Services
- City of Windsor Waste Services

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