

AC/  
Windsor, Ontario June 3, 2015

A meeting of the **Social Development, Health and Culture Standing Committee** is held this day commencing at 9:00 o'clock a.m. in Council Chambers there being present the following members:

Councillor Sleiman (Chair)  
Councillor Borrelli  
Councillor Bortolin  
Councillor Elliott  
Councillor Gignac

*Also present are the following from Administration:*

Helga Reidel, Chief Administrative Officer  
Jelena Payne, Community Development and Health Commissioner  
Janice Wilson, Executive Director, Recreation & Culture  
Alina Sirbu, Administrator, Huron Lodge  
Debbie Cercone, Executive Director of Housing & Children Services  
Bruno Ierullo, Executive Director of Employment & Social Services  
Mary Ellen Bernard, Manager of Social Policy & Planning  
Cathy Masterson, Manager Cultural Affairs  
Jen Knights, Manager, WIATC and Adventure Bay  
Carolanne Smith, Manager, Community Programming  
Ray Mensour, Manager Arenas and WFCU Centre  
Pam Labute, Manager, Community Development  
Madelyn DellaValle, Curator Museum  
Kristen Brunette, Supervisor WIATC  
Sandra Bradt, Executive Initiatives Coordinator  
Stephen Lynn, Coordinator Social Planning  
Cristopher Menard, Coordinator Cultural Development  
Kathy Kehl, Executive Administrative Assistant Community Development  
Anna Ciacelli, Supervisor of Council Services

1. **CALL TO ORDER**

The Chairperson calls the meeting of the Social Development, Health & Culture Standing Committee to order at 9:04 o'clock a.m.

2. **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**

None disclosed.

3. **ADOTPION OF THE MINUTES**

Moved by Councillor Bortolin, seconded by Councillor Gignac,  
**THAT** the minutes of the meeting of the Social Development, Health &  
Culture Standing Committee held May 6, 2015 **BE ADOPTED** as presented.  
Carried.

4. **REQUEST FOR DEFERRALS, REFERRALS OR WITHDRAWLS**

None requested.

5. **COMMUNICATIONS**

None presented.

6. **PRESENTATIONS AND DELEGATIONS**

None presented.

7. **COMMITTEE MATTERS**

**Minutes of the Board of Directors, Willistead Manor Inc. meeting held April 9, 2015**

Moved by Councillor Gignac, seconded by Councillor Bortolin,  
**THAT** the minutes of the Executive Committee and Board of Directors,  
Willistead Manor Inc. meetings held April 9, 2015 **BE RECEIVED** for  
information.  
Carried.

**Report No. 93 of the Board of Directors, Willistead Manor Inc. (2014 Annual Report)**

Moved by Councillor Bortolin, seconded by Councillor Borrelli,  
**THAT** Report No. 93 of the Board of Directors, Willistead Manor Inc.  
(2014 Annual Report) **BE RECEIVED** for information.  
Carried.

**Minutes of the Seniors Advisory Committee meeting held April 23, 2015**

Larry Duffield, Seniors Advisory Committee member appears before the Social Development Health & Culture Standing Committee to thank members of Council for the Seniors Month proclamation and the long standing support of SAC for Senior's Month. He also notes a few upcoming events including Transit Windsor's ride for a Loonie program as well as the public Forum on Ageism where Councillor Payne is the keynote speaker and other speakers include Lloyd Brown-John, and Howard Pauley.

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

**Report No. 13 of the Seniors Advisory meeting (application for New Horizons for Seniors Program Grant)**

Moved by Councillor Gignac, seconded by Councillor Bortolin,  
**THAT** Report No. 13 of the Seniors Advisory Committee (application for New Horizons for Seniors Program Grant) **BE RECEIVED** for information.  
Carried.

**8. ADMINISTRATIVE ITEMS**

**Item 5 Update on Physician Recruitment and Retention Efforts**

Jelena Payne, Community Development and Health Commissioner, and Stephen Lynn, Coordinator of Social Planning, appear before the Social Development Health & Culture Standing Committee to provide a brief history regarding the Physician Recruitment and Retention Efforts. City administration is currently working with physicians and the University to provide a proactive approach on physician recruitment in addition to monitoring the current process. A physician advisory committee has been formed with several community partners including City administration, several local physicians and members from the University of Windsor. Ms. Payne provides information on several physicians in the Windsor area who are currently taking new patients. She provides highlights regarding the newly developed physician recruitment website and the process involved, after having researched extensive best practices. Stephen provides details on a number of categories including a live, play, work, learn theme. Many links that would be useful for new residents/physicians to the area including family oriented information and spousal employment, including schools and recreation categories are reviewed. Transportation networks are highlighted as well as many amenities in the Detroit/Michigan area which is important to new physicians to the area. The website will be updated on an ongoing basis as new content becomes available.

Councillor Borelli commends administration for their proactive approach to recruiting and retaining physicians. He inquires as to why there was such a difficulty in the attracting and

retaining of physicians to the Windsor area previously. Ms. Payne indicates she wasn't with the City at the time but is hopeful that this new approach will provide better results for the area. She indicates it is a big role to attract physicians but an effort of better marketing strategies and highlighting initiatives being provided by the University to better attract and keep young students and potential future doctors to the area, has been steadily succeeding. Councillor Borelli inquires as to how this information gets out to the people. Ms. Payne indicates marketing partnerships are being developed, highlighting initiatives by the University of Windsor as well as the new web page.

Councillor Gignac inquires whether there was any support from the LHIN, and she also notes that the new model is impressive. Helga Reidel, Chief Administrative Officer responds by indicating when the new program was set up, the LHIN steered the City to Health Force Ontario to ensure the relationship with the local physicians is enhanced and is sustainable, no further financial support through this model was sought. Councillor Gignac would like to see the LHIN involved in more than a financial capacity so other areas including the County can benefit as well. Councillor Gignac inquires as to tracking methods in terms of students coming to the area and staying. The University and Health Force Ontario have some tracking mechanisms, the Commissioner will take it back to her committee so that perhaps some formal tracking system can be developed and specific numbers can be captured so that the success of the program can be determined. Councillor Elliott inquires about exact statistics of how many doctors have been attracted and stay in Windsor. Ms. Payne indicates that the statistics are available, it's a matter of getting the exact information and making that information available.

Councillor Bortolin inquires about the previous program and his thoughts regarding the program continuing, and perhaps some communication could be undertaken so that efforts are not being duplicated between the old program and the new program. The previous program is funded by the County. Administration indicates it is monitoring the County program and their focus is different than this approach, focusing on getting doctors from other Countries their license, this committee's approach is on the students in the program and attracting and retaining the students. This focus is on quality and not only numbers.

Nicole Sbrocca, Manager for the Family Medicine Residency Program, Schulich School of Medicine & Dentistry-Windsor Program, appears before the Social Development Health & Culture Standing Committee to provide an overview of Windsor's program including the following salient points of discussion:

- Collaboration with the University of Western Ontario in London
- Staff are from University of Windsor
- Curriculum, students and Faculty are from Western Schulich School of Medicine which is a unique hybrid model
- 2 programs are highlighted—Undergraduate Medical Education Program and the Post Graduate program
- Details of each program of study are provided
- Statistics indicate that students tend to stay where they study
- Currently the University has 152 students enrolled in the undergraduate Medical Education Program
- The new Psychology residency program is highlighted

- Statistics pertaining to training are provided

Councillor Gignac inquires as to the University of Windsor's role in the new hospital selection committee. Ms. Sbrocca indicates that staff from the University has had a role in the site selection process as well as more roles as the process moves forward. A collaborative approach with Michigan may be part of the future development of the University's program.

Moved by Councillor Borrelli, seconded by Councillor Bortolin,

**THAT** the Administrative report entitled "Update on Physician Recruitment and Retention Efforts" **BE RECEIVED** for information.

Carried.

Councillor Gignac was absent at the time the vote was taken.

### **Item 6 2014 Recreation and Culture Community Impact Report**

Jan Wilson, Executive Director of Recreation and Culture, and Cathy Masterson, Manager of Cultural Affairs appear before the Social Development Health & Culture Standing Committee to provide an overview of the Community Impact Report including details on the areas of service as well as statistics about attendance at City facilities, and City events in 2014 including trends. Highlights include statistics related to Culture, Adventure Bay, and other City facilities including indoor and outdoor facilities and specific bookings and special events bookings, including information provided by community partners who rent City facilities including Riverfront Festival Plaza. Recycling initiatives are also highlighted.

Councillor Elliott applauds the effort of the Recreation Department to provide their full report to the Standing Committee electronically and introducing their team. He inquires as to whether there is concern with falling numbers with the closing of facilities and how this will be mitigated. Ms. Wilson indicates that the number of people attending facilities has actually increased while participant visits in certain programs has decreased. Consolidating facilities increase opportunities for the public while ensuring no barriers are put in place for people participating. Registration is actually increasing, and the numbers will be continued to be monitored to ensure facilities are being utilized and trends are monitored.

Councillor Bortolin inquires as to projections for Adventure Bay in terms if the projections are what we want them to be in comparison to other facilities across other Cities. Ms. Wilson indicates it's just been over a year of being open and usually when facilities are first opened numbers are very high, they are currently evening out and looking at opportunities to continuously improve and investigating new opportunities for marketing strategies to ensure Adventure Bay is continuously improving in terms of offers and potential partnerships including efficiencies that can occur. Tourism is an opportunity and Corporate partnerships are continuously being investigated to try and bring more people to the area and the facility. Jelena Payne indicates that an internal committee continues to meet monitoring marketing information, sponsorship opportunities and recommendations are brought forward for approval. Trends are monitored closely.

Councillor Gignac inquires as to the status of the Sports Counsel and marketing the facilities and opportunities in the Windsor area. Administration indicates that a report out of the CAO's office is forthcoming.

Councillor Borelli commends the information and presentation that Administration has provided and inquires as to how these numbers will be used by the general public. Jan Wilson indicates the numbers are used as performance measurement. Internally used to identify trends, how programs are delivered and adjustments made to programs, as well as providing information to Council on the effectiveness of resources or whether shifts in resources are required. The numbers are also important when applying for funding from senior levels of governments. The general public may not have any use for the numbers but administration is guided by the numbers for future decision making. Councillor Borelli inquires as to whether administration could provide percentages to go along with the actual numbers. Administration can provide these percentages in the future.

Councillor Sleiman inquires as to the additional fee charged to non-residents at City facilities. Ms. Wilson indicates out of City residents are charged an additional fee at City facilities as per the fee schedule previously approved by Council. There is a challenge to charging the out of town fee. A number of complaints are received because of the charge. Two very distinct and unique arguments exist regarding the out of town fee and have been made. The tourism argument and the funds coming from City taxpayers are valid concerns.

Moved by Councillor Bortolin, seconded by Councillor Elliott,  
**THAT** the Administrative report entitled "2014 Recreation and Culture  
Community Impact Report" **BE RECEIVED** for information.

Carried.

Councillor Gignac was absent at the time the vote was taken.

**Item 1 Pushers Collective Inc., Old School Car Show, Riverfront Festival Plaza and Riverfront Civic Terrace, August 21-22, 2015**

Dawn Martens, Pushers Collective Inc., appears before the Social Development Health & Culture Standing Committee to provide a brief outline of their business and the car show they would like to undertake at the riverfront on August 21-22, 2015. They strive to promote Windsor in every way, including this car show promoting a fun, family event including advertising and developing packages with community partners.

Moved by Councillor Bortolin, seconded by Councillor Elliott,  
**THAT** the request from PUSHERS COLLECTIVE INC. to host the Old School Car Show at the Riverfront Festival Plaza and Riverfront Civic Terrace on August 21, 2015 – August 22, 2015 **BE APPROVED** subject to the terms and conditions of the Special Event Agreement.

Carried.

Councillor Gignac was absent at the time the vote was taken.

**Item 2 Update on Round 1 of Arts Culture and Heritage Funding in 2015**

Councillor Bortolin inquires as to whether the artists contribute a copy of what they produce in kind to the City of Windsor. Cathy Masterson, Manager of Cultural Affairs indicates that some of the artist donates a copy to the City as a part of their wrap up, encouraging living, working and playing in the City. Results of the program are captured through the website as well.

Moved by Councillor Bortolin, seconded by Councillor Borrelli,  
**THAT** the report from the manager of Cultural Affairs regarding the update on the Round 1 of funding of the Arts, Culture and Heritage Fund in 2015 **BE RECEIVED**.

Carried.

Councillor Gignac was absent at the time the vote was taken.

**Item 3 Operating Hours and Admission Fees at Expanded Museum 2015**

Councillor Bortolin inquires on behalf of Councillor Gignac that administration report back to Council on the feasibility of instituting a discount card of some type to promote living and playing in the City. Cathy Masterson provides details on reciprocal admission rates that are currently in effect across museum facilities.

Councillor Sleiman inquires as to staffing levels at the museum and the fees that are charged. Waiving fees would have an impact on the funding levels that were initially set out at the outset of the decision to expand the museum.

Moved by Councillor Bortolin, seconded by Councillor Elliott,  
**THAT** the Administrative report on the operating plan for the Expanded Museum **BE RECEIVED**; and

**THAT** City Council **DIRECT** Administration to proceed to implement the proposed plan for the operation of the museum in 2015 beginning with the opening of the expanded museum; and further

**THAT** Administration **PROVIDE** information on a 'City Card' that would entitle city residents to receive discounted rates at city facilities.

Carried.

Councillor Gignac was absent at the time the vote was taken.

**Item 4 A Tale of a Town and storytelling project in Windsor, August 2015**

Councillor Bortolin inquires on behalf of Councillor Gignac who would be opposed to an out of town group putting on this project if a local group can do it. Cathy Masterson indicates it is being carried out at a National level, proving funding, promotion and resources to the event, she is not aware of any local group who would be willing or able to undertake this type of project.

Moved by Councillor Bortolin, seconded by Councillor Borrelli,  
**THAT** the Administrative report entitled "A Tale of a Town – an oral history and storytelling project in Windsor August 2015" **BE RECEIVED** for information.

Carried.

Councillor Gignac was absent at the time the vote was taken.

9. **QUESTION PERIOD**

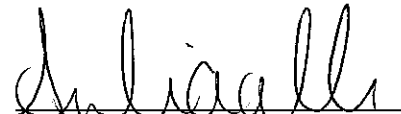
None.

11. **ADJOURNMENT & DATE OF NEXT MEETING**

There being no further business, the meeting is adjourned at 10:55 o'clock a.m. The next meeting of the Social Development, Health & Culture Standing Committee will be held on July 8, 2015 at 9:00 o'clock a.m. in Council Chambers.



CHAIR



SUPERVISOR OF COUNCIL SERVICES