

Community Safety and Well-being Partnership Council

Meeting Minutes

Monday, July 19, 2021

1:00 – 2:30 pm

Zoom Meeting

Present:

Brent Kittmer, Amy Gangl, Dan Hobson, Joan Thomson, Rebecca Clothier, Theresa Campbell, Kim McElroy (co-chair), Greg Skinner (co-chair), Dave Sinko, Jeneane Fast (CSWB staff)

Absent:

Jenna McCartney

1.0. Approval of June 15 Minutes

Minutes of June meeting were approved.

It was confirmed that Mike Adair, Chief of Perth County Paramedic Services, has agreed to join the Executive Leadership Team but was unable to attend the current meeting.

2.0. Website Recommendations

The group reviewed the recommendations provided for a standalone website and were shown a mock-up of the design and agreed to:

- Use online web builder Squarespace for the hosting and software at a cost of \$216 a year
- Create a generic email that can be used for contact purposes on the website
- Purchase domain name “cswb-stratfordperthstmarys”

Discussion:

The group discussed the importance of ensuring the website met AODA compliance and requested that CSWB staff confirm that this is possible with the Squarespace platform. They also brainstormed more simplified domain names but found it a challenge to shorten it and maintain the representation of all municipalities involved. They suggested reaching out the Huron County to see what they may be using as a way to generate more ideas. In the end, they voted to use the above domain name. Finally, the group asked that municipal communications staff be notified of the website (if they haven't been already) so they can share any concerns and be kept informed of the progress.

| Action Item | Person Responsible | Complete by |
|---|--------------------|-------------|
| Confirm that Squarespace offers features that allow for AODA compliancy | CSWB staff | August 6 |
| Reach out to Joelle re: Huron County CSWB and their plans for a website/domain name | CSWB staff | August 6 |
| Share municipal communications staff contact information with Jeneane | ELT members | August 6 |
| Provide website information to municipal communications staff | CSWB staff | August 11 |

3.0. Promotion and Public Engagement

In addition to the website, the group discussed the following promotional tools for sharing CSWB information with the public.

3.1. Online Newsletter

There was interest in using an online newsletter and adding a 'subscribe' feature to the website. However, because Squarespace and newsletter platforms such as MailChimp are based in the United States, there was concern about the impact of U.S. legislation allowing for the gathering of personal information (e.g. name and email address) over the internet. If that could be mitigated, the group would be more comfortable moving forward. They requested that CSWB reach out to the City's IT Manager for guidance and recommendations.

3.2. Social Media Platforms

While the group agreed that social media can be very beneficial for promotion purposes, they felt that for the time being we could rely on current municipal social media accounts to drive traffic to the website. They suggested that CSWB staff develop a list of key messages that can be shared with municipal communications staff to send out regularly. The group will reassess in the coming months whether it makes sense to create CSWB-specific social media accounts.

| Action Item | Person Responsible | Complete by |
|-------------------------------|--------------------|----------------|
| Develop social media messages | CSWB staff | Website launch |

4.0. Key Stakeholder Committee (KSC)

The group was provided with a draft list of possible KSC members organized by the sectors listed in the Terms of Reference including: school boards; healthcare; mental health and addictions; community funders; justice and legal services; violence against women services; immigrant and newcomer services; Indigenous services; child and youth services; and Persons with Disabilities services.

Discussion:

Significant discussion took place about whether schools outside the two main school boards should be invited. Schools that don't receive funding from the municipality (e.g. religious-based, parochial,

and independent schools) as well as homeschooling organizations also have a stake in community safety and well-being planning. This led to questions about how large the membership of the KSC should be. Ideally, membership should balance the appropriate level of representation with a size that is manageable and allows opportunities for everyone to share perspectives. Too large a group and this may become more challenging. Rather than organized by sector, it was suggested that the list be reorganized by priority areas. It was felt that this might help to clarify who really needs to sit at the table. CSWB staff recommended this be completed alongside the collaborative committee inventory for efficiency's sake. The group agreed to table the KSC membership discussion until the next meeting.

| Action Item | Person Responsible | Complete by |
|---|--------------------|-------------|
| Draft list of KSC membership organized by priority area | CSWB staff | August 20 |
| Begin inventory community committees | CSWB staff | August 20 |

5.0. Other Items

5.1. Relationship to Huron CSWB

Earlier in the day, a number of ELT members attended a meeting to discuss the relationship between the Huron and Perth CSWB Plans and their involvement with the Huron Perth and Area Ontario Health Team (HPA-OHT). Since it spans both Huron and Perth counties, the OHT asked to what extent there could be some cross-regional collaboration to reduce duplication during the implementation phase. ELT members took some time to debrief from that meeting.

Although there are many similarities between the two Plans in terms of priorities, it was felt that the accountability remained with the municipalities and that an amalgamation of the groups responsible for CSWB implementation would not be feasible. It was also noted that Huron is still in the midst of developing their governance structure for implementation. In order to maintain a connection between both regions, however, it was recommended that the chairs of both CSWB governing bodies convene on a quarterly basis to provide an overview of progress and to discuss opportunities for collaboration as they come up. It was also recommended that the Huron CSWB be added as a standing agenda item for Partnership Council meetings moving forward.

5.2. Next Meeting

It was agreed that the next meeting will be held in September to give CSWB staff time to compile KSC list and inventory.

| Action Item | Person Responsible | Complete by |
|--|--------------------|-------------|
| Reach out to Huron CSWB re: quarterly meetings | CSWB co-chairs | September 3 |