



Community Safety and Well-being Partnership Council (CSWBPC) Meeting Minutes

Thursday, November 25, 2021

2:00 – 3:30 pm

Zoom Meeting

Present:

Amy Gangl, Dan Hobson, Joan Thomson, Jenna McCartney, Dave Sinko, Kim McElroy (co-chair), Greg Skinner (co-chair), Jeneane Fast (CSWB staff)

Regrets:

Rebecca Clothier, Theresa Campbell, Mike Adair, Brent Kittmer

1.0. Approval of October 28 Minutes

Minutes of the October meeting were approved with the acknowledgement that not all action items had been completed.

2.0. Updates

CSWB staff updated the group on the following activities:

2.1. Key Stakeholder Committee Invitations

Invitation letters were sent out to the 5 core KSC members: Huron Perth and Area – Ontario Health Team, Huron-Perth Healthcare Alliance, Huron Perth Public Health, Huron-Perth Children's Aid Society, United Way Perth-Huron. At this time, follow-up meetings have been set for 4 invitees.

2.2. Collaborative Committee Inventory

CSWB staff has reached out to a total of 27 collaborative groups and 11 surveys have been completed:

- Social Research and Planning Council
- Stratford & District Labour Council
- Poverty to Prosperity
- Perth County Food Security Coalition
- Stratford Accessibility Advisory Committee



- Huron-Perth Children's Charter Working Group
- Huron-Perth Situation Table
- Coordinated Access System Leadership Group
- Stop VAW Coordinating Committee of Perth
- North Perth Community Hub Potential Tenants Group
- North Perth Community Committee

There are plans to continue to follow-up with groups into the new year.

2.3. Website

The October meeting's action item to create a 'Get Involved' page on the website and promote the inventory survey was not completed but will be worked on before the end of the year.

Analytics (from October 14th – November 25):

- Total visits = 586
- Unique visitors = 523
- Newsletter subscribers = 40

Action Item	Person Responsible	Complete by
Add 'Get Involved' page to website	Staff	Dec. 10
Draft promo materials (e.g. poster, media release)	Staff	Dec. 10
Send out materials	Staff	Dec. 17

3.0. Communications Strategy

CSWB staff shared the draft communications strategy which included:

- Communication objectives
- Methods of communication (e.g. newsletter, website, reports, etc.)
- Target audiences (e.g. municipal councils, general public, service users, service providers, etc.)
- Tasks and activities
- Frequency and timelines

CSWB staff also requested feedback on the following ideas:

- Striking a communications sub-committee with membership from municipal communications staff (and other organizations' staff as the CSWBPC grows)
- Sending out the first email newsletter as a holiday greeting



Discussion:

The group approved the draft communications strategy. They also agreed that setting regular meetings with communications staff was a good idea to better coordinate social media messaging, website updates, media releases, and council reports and recommended a quarterly timeline.

The group agreed that a holiday greeting could be sent out as the first newsletter but that some information about where people could donate to a cause might be useful.

As another way to share information about what the CSWBPC is doing, the group discussed posting meeting minutes on the website. After initial questions whether the minutes would have to be approved first and the delay that may cause, the group agreed that they should be posted. It was recommended that the final Terms of Reference be added as well.

Action Item	Person Responsible	Complete by
Add minutes and terms of reference to website	CSWB staff	Dec. 10
Create and send out holiday greeting newsletter	CSWB staff	Dec. 22
Reach out to municipal communication staff to set up quarterly meetings	CSWB staff	Jan. 14

4.0. CSWB Budget

The group was provided with a draft budget calculating to-date expenses including 0.5 FTE staff support and website costs. It also forecasted the municipal contributions needed to cover those expenses weighted based on shared services percentages. The co-chairs requested updates about each municipality's budget processes and what, if any, amount was allocated to CSWB. They also sought feedback on whether additional funds to implement CSWB-related activities should be added to the budget expenses.

Discussion:

Members noted that Perth County's weighted contribution to shared services is not divided equally between the 4 member municipalities and any CSWB budget should reflect that as well, rather than dividing it equally. All municipalities present at the meeting (Stratford, St. Marys, West Perth, and North Perth) stated that they were discussing CSWB in their budget deliberations but wanted to see the adjusted weighted contributions for Perth's member municipalities before committing to an amount.

The group discussed other ideas for funding implementation activities over and above the current expenses. The [Ontario Cannabis Legalization Implementation Fund \(OCLIF\)](#) was proposed as an option as it is funding that has already been provided for each municipality to use on costs related to the legalization of recreational cannabis. The process for accessing these funds was not consistent



across the partner municipalities. The group agreed this fund had potential; however, some members wanted a clearer understanding of what the money would be used for. The co-chairs and staff offered to put together a proposal of possible activities along with an updated budget for review and feedback before the end of the year.

Action Item	Person Responsible	Complete by
Revise municipal budget allocations to reflect Perth County's weighted contributions for the four member municipalities	CSWB staff and co-chairs	Dec. 8
Draft proposal for budget and activities related to CSWB implementation	CSWB staff and co-chairs	Dec. 8

5.0. Standing Items

5.1. Huron CSWB

The co-chairs are currently in the process of setting up a meeting with Huron CSWB staff before the holiday break.

5.2. St. Marys Community Wellness Committee

At their last meeting, the committee completed an overview of community needs based on the winding down of pandemic relief funding at the federal level and what those needs look like in the downtown core in particular. The committee is also looking into how it can support local groups in applying for the Stratford Perth Community Foundation Smart & Caring Community Grant.

6.0. Other Items

6.1. Stratford Perth Community Foundation (SPCF) Smart & Caring Community Grant

The SPCF has aligned its Smart & Caring Community Grant Program with the CSWB Plan priorities, specifically number 4, Social Inclusion. The 2021 deadline is Friday, November 26th and, in an email sent by CSWB staff on November 19th, ELT members were asked to share the information through their networks. SPCF plan to continue to align this grant with CSWB priorities and would welcome working with the CSWBPC to develop more specific outcomes measures and deliverables for future funding cycles. They have also offered to share their outputs for this year (e.g. number of applications, types of programs, amount of money granted, etc.).

More information about the grant can be found on the [Stratford Perth Community Foundation website](#).



6.2. Key Performance Measures

CSWB staff and co-chairs asked members to begin thinking about performance indicators to measure the 5 key outcomes identified in the implementation plan as well as indicators specific to the goals and objectives of each priority area. The overarching key outcomes are:

1. Increased coordination and collaboration between services
2. Improved access to services
3. Greater alignment on key safety and well-being issues
4. Reduced demand on emergency and crisis services
5. Enhanced systems planning

CSWB staff has already made inquiries to other regions about ideas, templates, and tools through the OMSSA CSWB Working Group.

6.3. Next Meeting

The December 23rd meeting has been cancelled.