

CK Plan 2035 Advisory Committee Meeting Minutes

September 23, 2020 - 5:30 p.m. to 7:30 p.m.
Skype Meeting – 1-877-941-7889 / Conference ID: 7869172

Attendance: Darrin Canniff ☒ Melissa Harrigan ☒ Joey Cycles ☒
Amy Finn ☒ Marjorie Crew ☒ Earle Johnson ☒
Stephanie Dries ☒ Tracy Callaghan ☒
Staff Support: Don Shropshire ☒ Amy Wilcox ☒
Guests: April Rietdyk ☒ Bruce McAllister ☒

MINUTES

1. **Call to Order**
Call to order was completed at 5:34 p.m.
2. **Declaration of Pecuniary Interest (Direct or Indirect) and General Nature Thereof**
None.
3. **Approval of Agenda**
Moved by Tracy Callaghan, seconded by Joey Cycles – approved all in favour.
4. **Approval of Minutes**
Moved by Amy Finn, seconded by Tracy Callaghan – approved all in favour.
5. **Update of Action Items**
Don Shropshire provided an update – listed outstanding items that have been deferred due to COVID (i.e. community outreach meetings, community satisfaction with municipal services survey).
6. **Resiliency – Performance Indicators Discussion**
Presentations:
 - Dr. April Rietdyk, General Manager, Community Human Services
 - Bruce McAllister, Acting General Manager, Community DevelopmentDiscussion Topics:
A. Which CK Plan 2035 population indicators should be used to show resiliency. (I.e. bounce back rate)
 - Housing and Shelter needs
 - Digital Divide
 - Home and Workplace safety
 - Long-term impacts of employment/unemployment
 - Long-term impacts of health and well-beingDiscussion
Earle: Good outcomes from COVID (i.e. parking lot concerts - increase in people using outside parks and recreation)
Narrative specific to the pandemic - responsiveness to this specific crisis
 - Tracy: Measuring how people still have positive attitude, engagement and still enjoying what CK has to offer, social belonging

- Stephanie: What did our community do during COVID? Report on how we came together.

ACTION:

- Tracy: Report on group work and partnerships.
- April: Report on how well CK children are doing.
- April: Share information on vulnerable people with the committee.

These questions will be deferred to the next meeting.

B. Are there any other indicators the municipality collects that could/should be used to show resiliency?

- What qualitative indicators should be included?
- How frequent should we report? (I.e. monthly, semi-annually)

7. Non-Agenda Items

8. Time, Date and Place for Next Meeting

Next meeting scheduled to take place Wednesday, October 28, 2020 with location/Skype details to be determined.

9. Adjournment

Motion to adjourn the meeting; moved by Earle Johnson, seconded by Stephanie Dries. The meeting adjourned at 7:35 p.m.

CK Plan 2035 Advisory Committee Meeting Minutes

October 28, 2020 – 6:00 p.m. to 8:00 p.m.
Skype Meeting – 1-877-941-7889 / Conference ID: 2399049

Attendance: Darrin Canniff ☒ Melissa Harrigan ☒ Joey Cyples ☒
Amy Finn ☒ Marjorie Crew ☒ Earle Johnson ☒
Stephanie Dries ☒ Tracy Callaghan ☒
Staff Support: Don Shropshire ☒ Amy Wilcox ☒ Kate Fishleigh ☒

MINUTES

1. Call to Order

The Chair called meeting to order at 6:03 PM.

2. Declaration of Pecuniary Interest (Direct or Indirect) and General Nature Thereof

None.

3. Approval of Agenda

Moved by Cl. Crew, seconded by Joey – approved all in favour.

4. Approval of Minutes

Moved by Cl. Crew, seconded by Joey – approved all in favour.

5. Update of Action Items

- CK Plan 2035 website has gone live and is worth engaging with communication team to do promo on that in the future – new look and feel would be worth sharing

ACTION: Communication team to promote in the future

Tracy: Report on group work and partnerships

- Worked on the belonging team for the CKCLC and gleaning information shared at those meetings
- Working with the Local Immigration Partnership – survey and information going out
- Focus has been on getting things moving again and gathering information

April: Report on how well CK children are doing (no firm timeline)

April: Share information on vulnerable people with the committee (no firm timeline)

- Working closely with school boards on children returning to school which has gone smoother than expected

ACTION: Don to follow-up with April if there is additional information to be shared and timing

6. Chairs Update: How Did We Arrive to Today's Meeting on Community Engagement

- Throughout the last year, the committee has looked at how the CK Plan is presented – how it is engaging, how progress can be measured, if progress is being made towards the goal and report back
 - How can we ensure when Council is having large conversations that the appropriate level of engagement is used with the community
 - Community engagement is a Council priority and Councillors have committed to being more transparent
 - How can we help staff have the tools to have more engagement than the status quo that is required

- Timing of the release of the Council agenda does not always provide enough time to be expected to make a decision if you're not closely involved in an initiative
- What framework/tools can be recommended for Council and staff to adopt to be confident that we are engaging at the right time and with the right depth
- Organizations can lose track of their audience and the average citizen may not understand the reports/surveys presented to them
- When looking through the lens of engagement, remember who the audience is and keep language clear and concise
- Surveys are useful but is there a way to provide more background information
- If we want people to be involved in our process, they need to understand what we're doing
- Balance the desire to engage, what is it being engaged, staff capacity and how it will interact with Council
- Administration has recognized that items have been brought to Council that needed to be looked at more
- Earle is working on a case study that speaks to this engagement issue – he will submit to Amy once complete

7. **Community Engagement – Process to Develop Framework**

- Review:** Phases in the proposed Community Engagement Strategic Formulation Process
 - Public Information Gathering: Q4 2020
 - Create Guiding Principles for Community Engagement: Q1 2021
 - Create role responsibilities: Q1 2021
 - Review of current community engagement tools Q1/Q2 2021
 - Develop Community Engagement Framework/Strategy Q2 2021
- Discussion:** Is the process-initial phases reasonable
- Discussion:** Are the suggested timelines manageable
 - Phases proposed are excellent but timeline may be ambitious with some of the unknowns of COVID; however, it is still reasonable
 - Any questions proposed can be vetted by the committee offline for final approval

ACTION: Amy to send proposed questions to the committee for approval

ACTION: Amy to keep the committee notified on progress and if the timeline is not being met

8. **Let's Talk Chatham-Kent (online community engagement tool demo)**

- Amy completed demo of online community engagement tool
 - Encouraging citizens to use tool has had slow progress but, over the last few months, is gaining momentum and is being used more frequently by business units
 - Accessible and mobile compatible
 - In the future, would like to see each Ward/Councillor have their own page
 - Formal survey allows data to be captured easily and reports can be downloaded to show results

ACTION: Kate to show Amy Thought Exchange program

9. **Report to Council – Consultation Section of the Report**

Administration has had conversations about possible revisions to the "consultation" portion of the Report to Council template to include CK Plan 2035 Areas of Strategic Focus (i.e. Environmental Sustainability)

a) **Discussion:** Should the “consultation” portion of the report include a segment for community engagement (i.e. tools, groups consulted, numbers consulted).

b) **Discussion:** What information should be included in this section of the report?

- A variety of issues/hot topics have been pulled to share with the group to gather input on what level and type of consultation should be required
 - What type of consultation should be seen completed
 - What are the expectations for opportunities for input
 - Speak to clarity of the types of consultation
 - Knowing what we know now, what should have been done differently

Hot Topics:

COVID-19 restrictions, facility reopening

- These types of topics receive emotional feedback and significant community engagement
- Community input is important but the professionals should be relied on
- When things fall under provincial orders or the MOH, Council needs to defer to the experts (i.e. mask bylaw)
- When issues are of public health, decisions need to be made quickly and the advice of experts of the fields (of all levels) should be considered
- There is a certain level of education that is required of consultation – not requesting information but informing people of why

Homeless shelter

- Is an emotionally charged issue and there is a need to get ahead of that with community consultation
- Neighbours made valid points but many didn't realize this was temporary – education needs to come first
- Did not hear from community until Sunday and not enough time for community feedback
- Impacts everyone (those who need it, live/work nearby) – how do you sift out the people who it is not affecting but have an opinion
- People used informal ways to gather information – something more official is needed

Civic Centre refurbishing

- A lot of discussion on that issue but many had not read the report which included pertinent information in making decision
- Provide a different channel to present information that is already available
- Having a feedback forum may allow representation of that information in a pared down (bullet points) way, so that anybody commenting goes through that screen first to make sure everyone is working off information instead of emotion
- Create a one-pager/fact sheet
- Community engagement ranges from one topic to another and different approaches may be required - as hot topics change over time, different mechanisms are required
- Guidance for administration will help develop the process for framework
- Some hot topics identify expert organizations in the community, research groups or think tanks (i.e. fluoride in water might consult Dental Association)
- Mitigate rant and rave by reaching out to local/other bodies that would be considered “experts” in that area and identify these bodies to reinforce Municipal staff didn't make the decision on their own and were confident/comfortable vetting with best possible people to help identify what is shaping consultation
- Some topics may warrant multiple consultations or face-to-face discussions (when safe to do so) i.e. Erie Shore Drive

- The Talbot Trail road closure is an example of how CK has exemplified community engagement – had on-site meeting with excellent attendance of Councillors, staff and citizens – wasn't easy but it was appreciated
- A lot of emotion brought to in-person meetings but participating in this way removes the security that a screen provides and allows individuals to come to terms with opinions in a more human way – surveys give quantity of engagement and breadth of opinion
- With larger issues you can't beat face-to-face engagement sessions – valuable to all and can diffuse challenging topics by placing concerns in a more collaborative framework
- Consultations/face-to-face meetings can be recorded and placed on Let's Talk for those who cannot attend
- Earle commented on importance of on-site drainage meetings

ACTION: Don to speak with Tim Dick

Budgets and tax changes:

Tax modernization

Farm tax policy

- How to balance how some groups will have an immediate impact with decisions still impacting the broader community as well – need to engage beyond those initially impacted
- You need to do natural consultation then a survey to get the pulse of the rest of the area – if they knew how it would impact them, they may be more vocal about it
- Councillors are looking for community engagement and they need to be promoting these surveys if they want to know what the rest of the municipality is thinking
- Put entire toolbox into these situations – best way to frame how you're going to vote is gauging the pulse in each area
- Suggest administration look at public meetings on this issue rather than just talk to representatives – farm community as a whole would like to vent their feelings
- Provide incentive for those who complete survey – gift certificates/tax incentive/pool pass/planted tree
- Broader engagement is important but should be presented in a way that shows how it is valuable to community by preserving and investing
- Feedback on what citizens value and what they are prepared to invest in
- Biases should not be built into how questions are formed – cannot imply how they win or lose in a certain way or sway opinions

Annual budget review and consultation

- Request for interactive budget sessions - sometimes citizen's questions are not answered fully
- Budget consultation will be on Facebook Live to allow questions to be answered in real time, then will be transcribed and available online
- Budget is the most important thing that Council does but it is not engaging for the community and presentation can have dialogue not understood by the general public
- Need to think of creative ways to incentivize the 'not so cool' areas of engagement and frame as 'budget party'
- Try to tie important activities to the budget by ward for citizens to better understand the importance of the budget
- Engagement can be related to whether or not there is an item on the chopping block that is important to the community
- Do multifaceted approach to engage people – Bang the Table, Facebook Live and in-

person consultation

**Strategic Plan/Council term priorities:
Land acknowledgement/reconciliation**

- When it comes to procedural Council issues, we don't need to engage the community about procedural element but need to engage them on the importance of the practice
- School boards have indigenous community navigators – that could be a bigger conversation

ACTION: Bring-forward discussion of Indigenous Community Navigators

- Amount of engagement – the longer lasting the strategy, the more engagement up front is required and more opportunity to do so
- Question from Earle: Would there be any benefit in the committee (or other committees) engaging in meeting for public consultation – a lot of people don't know of the strategic plan and they may want to learn about it
- How can we further help our staff to understand the consultation section in reports – how do we think about what tools are given to staff to encourage engagement and keep engagement in mind always
- The types of consultations require unpacking – what common expectations we have, how much time is needed, and how to meet Council's expectations to make decisions
- Any additional thoughts from tonight's meeting can be discussed at the next meeting or can be emailed to Don/Amy directly
- Amy/Don/Kate will work on notes to frame discussion at next meeting

ACTION: Councillors on this committee are to consider a framework on how to educate Council on administration process to allow time to write reports and consider ample time for community consultation. Training session would include tools being employed and timeline. Would you and your colleagues be open to this?

10. Non-Agenda Items

Upcoming event in Chatham-Kent called "The Gift" starting on November 21 at noon – great opportunity to get involved this holiday season.

11. Time, Date and Place for Next Meeting

Next meeting scheduled to take place Wednesday, November 25, 2020 with location/Skype details to be determined.

12. Adjournment

Motion to adjourn the meeting; moved by Cl. Finn, seconded by Stephanie - approved all in favour. The meeting adjourned at 8:07 PM.