

Engage and Inform Committee
Meeting Minutes
Wednesday, April 3rd, 2024

Members Present: Councillor Valerie Durston, Mayor David Mayberry, Deb Riley, Tabitha Kosmal and Catherine White (1:15 p.m.).

Staff Present: Clerk Julie Middleton and Clerk's Assistant, Records Management Co-ordinator Nicole Chambers

Regrets Councillor Paul Buchner, Jen Thomson and Marg Johnson

Call Meeting to Order

The meeting was called to order at 1:11 p.m. by Chair Valerie Durston, and a quorum was present.

Approval of the Agenda

Resolution No. 1 Moved by David Mayberry
Seconded by Tabitha Kosmal

RESOLVED that the agenda for the April 3rd, 2024 Engage & Inform committee meeting be approved.

DISPOSITION: Motion Carried

Approval of the Minutes

Resolution No. 2 Moved by Deb Riley
Seconded by David Mayberry

RESOLVED that the regular minutes of the March 6th, 2024 Engage & Inform committee meeting be approved.

DISPOSITION: Motion Carried

Business Arising from the Minutes

Mount Elgin Community Night

The Mount Elgin Hall Board has invited the Engage and Inform Committee to participate and showcase their work. The event will take place on Friday, May 31st from 5-7 p.m. – staff will request one table.

Nicole Chambers provided a mock-up of signage for the event, the final version will also be used at the Earth Day event. Committee members will collect their film plastic which is recyclable to add it to the display. The Environment and Energy Innovation Committee will be considering the purchase of tablecloths at their meeting this afternoon.

David Mayberry requested to add other Committees that the public can join (Consider Joining the Housing, Energy Innovation).

Draft Community Engagement Survey

Nicole presented a rough draft to the Committee at their next meeting. The following comments were received:

- Question 1: change Council to Staff and Council, change to value scale (1-10)
- Question 2: add services and hours of operation, remove choose one
- Question 3: change magazine/publication to local magazine/publication
- Add question: do you rely on Township social media platforms for information, if so, which type (s):
 - Facebook
 - “X” (Twitter)
 - Instagram
 - I do not rely on social media for information
- Question 4: no changes
- Question 5: no changes
- Add question: what would encourage you to become more involved in your community?

Julie noted that we would like to have this survey finalized to circulate at upcoming events (Community Night, Earth Day, etc.). Survey will open April 20th and close June 7th.

Earth Day 2024

Committee reviewed the poster/communication material – information will be added with more pictures after the event. The following items were discussed:

- Nicole will create poster advertising Act on Litter Day event.
- Large banner will be printed for display at the event showing items for sale and prices.
- Poster will be created with different garbage materials and their lifespan attached (3D) – Deb will bring materials for the display.
- Catherine White will create a video which will be played on a continuous loop during the event.
- Julie and Deb will bring shelter canopies.
- Deb will bring a large extension cord.
- Materials have been ordered and will be stored at the Brownsville Fire Station.
- Nicole will ask Oxford County how much film plastic they received last year and create signage congratulating SWOX residents on exceeding the provincial average on reducing the contamination rate for recyclables.

Act On Litter Day

The Committee decided to meet on Tuesday, May 14th from 1-2 p.m. along Karn Road, between West Hill Line and East Hill Line. The rain date will be Thursday, May 16th. Tin cans and anything of value will be saved for a fundraiser in Mount Elgin. The Township will provide gloves, bags and orange vests. Members of the public are welcome to join and will be invited via the newsletter and social media – they will be encouraged to collect along their own property if unable to attend.

Discussion Items

2023-2026 Strategic Plan – Committee’s Strategic Priorities and Goals

Staff are always looking for new ideas and suggestions regarding initiatives that align with our strategic plan. The Committee continued their discussion regarding the Committee’s priorities and goals, and noted:

- A Connected, Compassionate, and Engaged Community:
 - Community Engagement Survey (Spring 2024)
- A Healthy and Active Community:
 - Winter Walk for Warmth – encourage use of trails.
 - Advocate for resources for children’s mental health and promote initiatives by Safe and Well Oxford.
 - Encourage volunteerism and community belonging.
- A Safe and Secure Community:
 - Investigate and make public more aware of incidents – importance of individuals having a vested interest in their community.
 - Promote use and existence of sharing cupboard.
 - Increasing brightness of streetlights.
- A Thriving and Sustainable Community:
 - Earth Day

At yesterday’s Council meeting, staff prepared a report to update Council with the current status of the Strategic Plan – Julie will circulate this to the Committee for their review. It was noted that this discussion will continue at the next meeting to flush out any remaining ideas.

Correspondence

SWOX Talks and Village Voice – April 2024

The Committee reviewed the monthly newsletters – the Village Voice ad was published but the digital copy has yet to be received by staff.

Speak Up, Oxford Surveys

The Committee reviewed the two surveys circulated by Oxford County (Speak Up, Oxford) – Future of Curbside Collection and 2024 Rural Engagement (Libraries). Staff will be sending out an email blast next week and have an alert on our website about the surveys.

