



**Committee of the Whole
MINUTES 10-016**

**9:30 a.m.
June 18, 2010
Albion Room,
Hamilton Convention Centre**

Present: Mayor F. Eisenberger
Councillors B. Bratina, C. Collins, S. Duvall, L. Ferguson, T. Jackson, S. Merulla, B. Morelli, M. Pearson, D. Mitchell, B. McHattie, R. Powers, T. Whitehead

Absent with regrets: Councillor B. Clark - Another Commitment
Councillor R. Pasuta – Another Commitment
Councillor M. McCarthy - Vacation

Also Present: R. Rossini, General Manager, Finance and Corporate Services
T. McCabe, General Manager, Planning and Economic Development
J. Priel, General Manager, Community Services
J. Kay, Fire Chief/General Manager HES
Dr. E. Richardson, Medical Officer of Health
B. Goodger, Acting General Manager, Public Works
M. Gallagher, Co-ordinator, Council and Committee of the Whole/Budgets

THE FOLLOWING ITEMS WERE REPORTED TO CITY COUNCIL FOR CONSIDERATION:

1. CHANGES TO THE AGENDA

The Clerk noted the following changes to the Agenda:

Three added delegation requests:

- 5.4 Conrad Zurini, Affordable Housing Flagship
- 5.5 Jennie Vengris, Social Planning and Research Council of Hamilton
- 5.6 Ali Cheaib, Hamilton Immigration Partnership Council

(Morelli/Pearson)

That the agenda be adopted as amended.

CARRIED.

2. DECLARATIONS OF INTEREST

None

3. ADOPTION OF MINUTES

None

4. CONSENT ITEMS

None

5. DELEGATION REQUESTS

(Morelli/Powers)

That the delegation requests be approved.

CARRIED

- 5.1 John Dolbec, Hamilton Chamber of Commerce respecting Economic Development Strategy
- 5.2 Dr. Lynda Lukasik, Environment Hamilton respecting Economic Development Strategy
- 5.3 Bill Thompson, Blue Green Canada respecting Economic Development Strategy
- 5.4 Conrad Zurini, Affordable Housing Flagship
- 5.5 Jennie Vengris, Social Planning and Research Council of Hamilton
- 5.6 Ali Cheaib, Hamilton Immigration Partnership Council

6. PRESENTATIONS

Art Zuidema provided introductions on behalf of City Manager, Chris Murray. Highlights of process included:

- Quality of Life
- Collaboration and engagement
- Breaking down silos
- Leadership and Innovation

6.1 Our Community Culture: Baseline Cultural Resource Mapping

Anna Bradford provided an overview of the presentation. Highlights included:

- The issues
- The current situation
- Opportunities
- Defining Municipal cultural Planning
- Shift in the Planning Paradigm
- Hamilton's Cultural Plan
- Comments from Dr. Greg Baeker, Consultant – Authenticity
- Provincial/Federal Perspective
- Pillars of Community Sustainability
- Phases of Community Culture
- Cultural Resource Mapping
- Baseline Mapping Results
- Completed OCC Phase Deliverables
- Next Steps – Process 1 to 3

6.2 Immigration Strategy

Tim Rees, Hamilton Immigration Partnership Council provided an overview of the presentation. Highlights included:

- Importance of Immigration to Hamilton
- Immigrants to Hamilton over time by source Region
- Challenges faced
- Immigration is a priority for Hamilton
- Degrees earned Hamiltonians vs. Immigrants
- Barriers to settlement and integration
- Unemployment rates
- Multi-governmental collaboration
- The Hamilton Immigration Partnership council
- Immigration Strategy and Action Plan

- Next steps – obtain formal endorsement and buy-in, implementation, establish standards/performance indicators, immigration strategy launch – September 23rd

6.3 Human Services Planning Initiative

Joe-Anne Priel, General Manager of Community Services provided an overview of the presentation. Highlights included:

- Background of HSPI – Growth Related Integrated Development Strategy – where are the people?/A-ha moments, community driven, system in crisis
- Human Services in Hamilton
 - its as essential to plan for a community's human services as it is to plan for the physical infrastructure
- HSPI Partners
- Purpose of HSPI
- Playbook
- Audience
- Technical Reports
- Game Plan
- Benefits to Hamiltonians – better service for citizens, enhanced quality of life, local economic development

6.4 Economic Development Strategy

Neil Everson, Executive Director, Economic Development and Millier Dickenson Blais provided an overview of the presentation.

Highlights included:

- Hamilton's Vision
- 2010-2015 Strategy - integration and alignment with other city community and government strategies, multiple authors, targeted deliverables and benchmarks, new key industry groups, comprehensive marketing strategy
- What is new for 2010-2015
- Alignment
- Engagement process – approval of model, public consultations, strategy research, focus groups, interviews
- Purpose of Strategy
- 2015 Economy
- Delivery of Strategy
- Four Foundational Components
- Infrastructure for innovation

- Community Redevelopment
- Quality of Life
- Labour Force Development
- Strategy's Design: Implementation and Delivery
- Business Development
- Business Attraction/Retention/Expansion
- Industry
- Manufacturing
- Clean Technology
- Life Sciences
- Marketing Strategy and Outreach
- Key Performance Indicators
- Downtown Community Engagement Strategy

PUBLIC DELEGATIONS:

- 5.1 John Dolbec, Hamilton Chamber of Commerce respecting Economic Development Strategy
Provided written presentation attached.
- 5.2 Dr. Lynda Lukasik, Environment Hamilton respecting Economic Development Strategy

Dr. Lukasik provided the following in her presentation to council:

- addressed economic development strategy
- glad to see the public consultation and the quality of life issues addressed
- struggling with pushing towards a fundamental integration sustainability into economic development
- how are we as a community thinking about resiliency
- there is some need for transformation and change
- definition to help communicate what we need to do to reframe how we look at economic development
- we can't let go of efforts to get it right
- how are we as a community preparing for the challenges
- focus on investing economic dollars to promote the public good

- 5.3 Bill Thompson, Blue Green Canada respecting Economic Development Strategy

Mr. Thompson provided the following in his presentation to council:

- Economic Strategy is a comprehensive and holistic view

- encouraging to see broader view of economic development and aspect to civic life
- growing the green economy
- building economic base
- collection of data from Hamilton Calling Program
- advance manufacturing
- image of City Of Hamilton
- LRT proposal
- quality of life component

5.4 Conrad Zurini, Affordable Housing Flagship

Mr. Zurini provided the following in his presentation to council:

- addressed the Human Services Plan
- Immigration
- importance of human services in the community

5.5 Jennie Vengris, Social Planning and Research Council of Hamilton

Ms. Vengris addressed the following in her presentation:

- street youth planning collaborative
- homeless youth
- Playbook
- take home message: collaboration is not often accidental needs, resource, commitment etc.

5.6 Ali Cheaib, Hamilton Immigration Partnership Council

Mr. Cheaib addressed the following in his presentation:

- in support of the plans
- personal experience – 22 year Hamiltonian
- was lucky to find a job at Mohawk College when he arrived in Hamilton
- has been teaching for 10 years at Mohawk College
- first 10 years of the 22 years, immigrants came with a little bit of money and they would ask how they could invest because they couldn't find employment
- monies would then be depleted because they didn't know how to invest. Now, immigrants coming are highly educated, resourceful, skilled and if we don't have in place what they need in terms of resources, they will just leave

- strategy is the first of its kind and is comprehensive and should be supported

7. DISCUSSION ITEMS

7.1 Our Community Culture Project Phase 1 Report – Baseline Cultural Mapping (CS10057) (City Wide)

(McHattie/Merulla)

- (a) That the Our Community Culture Project Phase 1 Report – Baseline Cultural Mapping, prepared by the consulting firm AuthentiCity, dated May 1, 2010, attached as Appendix A to Report CS10057, be received.
- (b) That staff be directed to implement recommendations one to five, contained in the Our Community Culture Project Phase 1 Report, which do not have any budgetary implications (refer to page 18 of Appendix A attached to Report CS10057).
- (c) That recommendation six, contained in the Our Community Culture Project Phase 1 Report, respecting the establishment of an operating budget and hiring of two FTEs in order to continue cultural mapping from Phase 1, establish ongoing cultural planning and embed culture into the City's approach to community building (refer to page 18 of Appendix A attached to Report CS10057), be referred to the 2011 budget process for consideration. CARRIED.

7.2 Immigration Strategy and Action Plan (CS09030(b)) (City Wide)
(McHattie/Merulla)

That Appendices A and B attached to Report CS09030(b) respecting the made-for-Hamilton Immigration Strategy and Action Plan be endorsed. CARRIED.

7.3 Human Services Planning Initiative (HSPI) Update (CS09070(a))
(City Wide)

(McHattie/Merulla)

- (a) That The Playbook: A Framework for Human Services Planning in Hamilton, attached as Appendix A to Report CS09070(a), be received.

- (b) That the Technical Reports for The Playbook: A Framework for Human Services Planning in Hamilton, attached as Appendices B – G to Report CS09070(a), be received.
- (c) That the City of Hamilton Ward Profiles, attached as Appendix H to Report CS09070(a), be received. CARRIED.

**7.4 2010-2015 Economic Development Strategy (PED10126) (City Wide)
(McHattie/Merulla)**

- (a) That the City of Hamilton “2010-2015 Economic Development Strategy” as attached as Appendix A to Report PED10126 be approved.
- (b) That the Planning and Economic Development, Community Services, Public Works and Corporate Services Departments be directed to incorporate the implementation of the strategy as part of their annual work plans.
- (c) That an annual update on the strategy’s progress be included with the annual Council presentation and staff report by the Planning and Economic Development Department as part of its Annual Performance Measures.

CARRIED.

**7.5 Comprehensive Marketing Strategy (PED10127) (City Wide)
(McHattie/Merulla)**

- (a) That the Comprehensive Marketing Strategy and its subcomponents of Downtown Community Engagement, and Community Outreach, as attached as Appendix A to staff Report PED10126, “2010-2015 Economic Development Strategy”, Section “Economic Development Marketing Strategy and Action Plan, pages 245 to 383, be approved.
- (b) That Planning and Economic Development staff be directed to incorporate the tactics and recommendations of the Marketing Strategy in the Divisional Work Plans where applicable. CARRIED.

(Pearson/Mitchell)

That the staff and delegation presentations be received. CARRIED.

8. WRITTEN SUBMISSIONS RECEIVED

**8.1 Written submission provided by Richard Koroscil, Chair,
Hamilton Chamber of Commerce
(Merulla/Jackson)**

That the written submission by Richard Koroscil, Hamilton Chamber
of Commerce be received. CARRIED.

9. MOTIONS

10. NOTICES OF MOTION

**10.1 Review of Policy Applying to Intersection and Mid-block
Pedestrian Signal Installations**

Whereas, the City policy "Installation Policy for Intersection and
Mid-Block Pedestrian Signals was passed by City Council in
January 2001, and;

Whereas, there has been much work undertaken on walkability
since that time, with a new understanding of the importance of
facilitating pedestrians on our streets.

Therefore Be it Resolved,

That staff be requested to undertake a public review of the
Installation Policy for Intersection and Mid-Bloc Pedestrian Signals
(previous staff report TOE01010), and report back to Public Works
Committee with recommendations to update the policy.

There being no further business, the meeting adjourned at 12:55 pm

Respectfully submitted,

Mayor F. Eisenberger

M. Gallagher, Co-ordinator
COW, June 18, 2010