BRANT, BRANTFORD AND SIX NATIONS IMPAIRED AND DISTRACTED DRIVING ADVISORY COMMITTEE

MINUTES
THURSDAY, MAY 9, 2019
12:00 P.M.
CITY HALL – CAUCUS ROOM

L. Palk in the Chair

1. ROLL CALL

Present: Lawrie Palk, Andrea Riley, George Wardell, Gaynor Jones, Mike Gomon, Scott Cole, Ken Johnston, Kim Belliveau, Councillor Gatward

Also Present: M. Figueiredo

Regrets: Councillor Vanderstelt, Penny McVicar, Norm Barrieau

2. DECLARATIONS OF CONFLICTS OF INTEREST

None

3. DELEGATIONS AND PRESENTATIONS (list, if any, available at meeting)

3.1 Canada Day Volunteer Opportunities

This presentation was rescheduled for the June 13 Meeting.

4. ITEMS FOR CONSIDERATION

4.1 Social Media Strategy Discussion – M. Visocchi, Communications

M. Visocchi spoke to the committee about developing a social media strategy, as well as provided a brief overview of the history of the City’s social media presence. M. Visocchi told the Committee that a set plan would provide consistency and ensure Members are aware of posts and campaigns and when these posts would be made.

The Committee stated that they would like the following elements present in the plan:

- Awareness as the primary focus, including Cannabis awareness
- Event promotion
- Stats and links (such as YouTube videos) related to Impaired and Distracted Driving
Committee Members also suggested that they would like to see a dedicated page on the City’s website that would provide more information on Impaired and Distracted Driving, as well as the Committee’s activities.

The Committee asked that a draft plan be provided to Members at the June 13th Committee Meeting.

5. CONSENT ITEMS

5.1 Minutes

Moved by Councillor Gatward
Seconded by Mike Gomon

THAT the minutes of the April 11, 2019 Meeting of the Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee BE ADOPTED:

CARRIED

4.3 Update Reports (no copy)

Chair Lawrie Palk provided a general update regarding a pending meeting with MPP Bouma regarding the sale of alcohol in convenience and grocery stores. Lawrie Palk asked the Committee if there were any items that should be highlighted during this meeting. Committee Members requested the Chair to ask if neighbourhoods with convenience stores where alcohol may be sold will consulted, as well as if these stores will be required to have a working video surveillance system.

4.3.1 LCBO Report

Kim Belliveau told the Committee that the MADD campaign had begun on May 2nd, and the Market Square LCBO location had raised so far $3,000, and the Hamilton-Burlington district as a whole had raised $46,000.

4.3.2 Brantford Police, OPP and Six Nations Stats and Report

Ken Johnston informed the Committee that the Brant County OPP detachment had recorded 24 occurrences of impaired and distracted driving and had laid 33 charges for the period of March 9th to May 7th, 2019.

Scott Cole informed the Committee that the Brantford Police Service had recorded 23 occurrences of impaired and distracted driving and had laid 36 charges for the period of January to April, 2019. In this same time frame of 2018, there were only 8 incidents.
4.3.3 Brant County Health Unit

Andrea Riley informed the Committee that the BCHU had held a community parent forum with 85 attendees, which focused on preventative issues with youth.

In June, public health will be visiting bars and patios to speak with servers to remind them of the responsibility of safe serving.

5. RESOLUTIONS

None

6. NOTICES OF MOTION

None

7. ADJOURNMENT

The Meeting was adjourned at 1:28pm.