



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

**MINUTES**

**THURSDAY, SEPTEMBER 12, 2019**

**12:10 P.M.**

**CITY HALL – CAUCUS ROOM**

L. Palk in the Chair

**1. ROLL CALL**

Present: Lawrie Palk, Gaynor Jones, Councillor Gatward, Kim Belliveau, Norm Barrieau, Councillor Vanderstelt, Erica Lewis – Brant County Health Unit

Also

Present: M. Figueiredo, M. Visocchi, K. Page

Regrets: Penny McVicar, Scott Cole, Ken Johnston, Andrea Riley, George Wardell, Mike Gomon

**2. DECLARATIONS OF CONFLICTS OF INTEREST**

None

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

None

**4. ITEMS FOR CONSIDERATION**

**4.1 Social Media Plan and Strategy – M. Visocchi, Communications**

M. Visocchi provided an overview of the draft social media plan and strategy. The plan includes key messages and outlines the strategy for social media platforms as well as a City Web Page. The Committee was then provided with an opportunity to ask questions to staff.

Chair Lawrie Palk asked if there would be more focus on the quantity of content, or less-frequent, in-depth posts. M. Visocchi explained that both approaches will be used. During time periods approaching long weekend or holidays, messaging will be increased in order to bring awareness to the potential impaired driving issues that are associated with such holidays.

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The Committee asked that the messaging not only focus on drivers when discussing distracted driving, but should also include cyclists and pedestrians.

Committee members advised staff that local statistics on impaired and distracted driving could be accessed through local police services, and that these statistics should be included in social media messaging.

Moved by Councillor Gatward

Seconded by Norm Barrieau

THAT the Social Media Plan for the Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee; and

THAT a separate funding option to support larger committee-driven awareness campaigns BE INVESTIGATED.

CARRIED

<b>5. CONSENT ITEMS</b>
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**5.1 Minutes**

Moved by Councillor Gatward

Seconded by Gaynor Jones

THAT the following Minutes BE ADOPTED:

**5.1.1 Brant, Brantford and Six Nations Impaired and Distracted Driving Committee – May 9, 2019**

**5.1.2 Brant, Brantford and Six Nations Impaired and Distracted Driving Committee – June 13, 2019 (no quorum)**

CARRIED

**4.3 Update Reports (no copy)**

**4.3.1 LCBO Report**

Kim Belliveau reminded the Committee that, as school has started for the year, there are more students visiting the store.

**4.3.2 Brantford Police, OPP and Six Nations Stats and Report**

No members of Brantford Police Service, Brant County OPP or Six Nations Police Service were present at the meeting.

**4.3.3 Brant County Health Unit**

Erica Lewis informed the group that she would enquire about using the message board outside of the BCHU. BCHU will be running high school programs which will include impaired driving discussions.

<b>5. RESOLUTIONS</b>
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None

<b>6. NOTICES OF MOTION</b>
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None

<b>7. ADJOURNMENT</b>
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The Meeting was adjourned at 12:57 pm.