



## Minutes

### Of a Meeting of the Crime Prevention and Community Well-Being Advisory Committee of the City of Kenora

Friday, March 21, 2025

9:00 a.m.

Operations Centre Training Room, 60 14<sup>th</sup> St. N.

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**With:**

Darcia Curtis  
Taras Manzie  
Shannon Bailey  
Haley Pentek  
Logan Haney  
Councillor Manson

Denise Forsyth  
Regan Dearborn (virtual)  
Jill Hager  
Jodelle Maksymchuk  
Jim Neild

**Staff:**

Eric Shih – CSWB Coordinator  
Kyle Attanasio, CAO  
Heather Pihulak, Director of Corporate Services/City Clerk  
Heather Lajeunesse, Enforcement Services Manager/Deputy Clerk  
Mya Horley, Senior Communications Advisor (presentation)

**Regrets:**

Anita Cameron  
Councillor Bob Bernie

Grant Cowles  
Jeff Duggan

**1. Call to Order and Land Acknowledgement**

Chair Darcia Curtis called the meeting to order at 9:02 a.m. and delivered the land acknowledgement.

**2. Declaration of Pecuniary Interest and the General Nature Thereof**

There were none declared.

**3. Additions to and Approval of Agenda**

No additions to the agenda declared. Agenda accepted.

**4. Approval of Minutes from Previous Meeting**

**Moved by J. Maksymchuk, Seconded by L. Haney and Carried -**

That the Minutes of the Crime Prevention and Community Well-Being Advisory Committee meeting held January 17, 2025, be confirmed as written and filed.

## **5. Discussion of Next Steps in CSWB process**

Eric shared that Council approved the CSWB Plan at its meeting this week on March 18<sup>th</sup> and congratulated all members for their hard work and contributions. He explained that during the next couple of months there will be some changes as we move from the development stage to the implementation stage of the Plan. We realize that some sectors are currently missing from the table so will need to look at the growth of the committee. It was noted that current members do not have to reapply to be part of the implementation team. Council wants to keep the standard process with committee applications, a letter from Darcia as Chair will go out shortly to leadership in different sectors to recommend that they apply. The City will be advertising soon for new committee members and we hope to have Council make the appointments in May and will have members join us in May or June. In addition to the work that we are doing with the Plan, there will be more opportunities to be involved, for example the action teams that will implement the plan. Eric explained this is where we are moving next; we will talk about rolling the Plan out to the community, as well there will be an open house for the public. He added that it would be great to have a celebration dinner for the current Committee to mark this work that has already been done.

Kyle added that as part of the letter we will be requesting that local organizations bring the CSWB Plan into their plans, suggesting that maybe they pass resolutions in their organizations to make the Plan part of their planning. He asked if members had any questions.

Shannon asked if we would ask these organizations to do that on their own, or would we host a planning session where they can come with their own plans to see how our goals and work fits within their plan, being any supports that we can provide to assist might be helpful. Eric confirmed that yes, much of this was discussed in the validation meetings for some of the organizations and we can provide this to those that haven't yet, we will have the formal letter and maybe have some informal conversations. Shannon explained that the reason she asks is that when they were working on getting information for the CSWB Plan people provided information on their plans, it would be helpful for them to understand if we can collaborate on who can do what, she thinks a formal session would be beneficial in achieving that. Eric added that he and the Chairs will be doing presentations to all organizations and will walk them through specifically as to what pieces of the plan they can take on. It was mentioned that perhaps we could provide both, the letter and a presentation (with action items, etc.). Darcia suggested that within the letter she can say there is an open invitation to reach out to have a Chair or Eric to come and help. Shannon further suggested that if we are sitting together in a room, being we don't do strategic planning for our organizations outside of our own, there could be power together in alignment. Many of us have similar goals and the accountability isn't firmly lying with anyone where there is duplication.

Logan agreed that it is important for ensuring that all organizations are held accountable and that all are doing this.

Jodelle suggested that once we get to the action teams, this might be a good place to have some accountability in place and is maybe a good time to start integrating. Whomever is leading that action team, their role could be to ensure that the Plan is being implemented by others.

Taras asked how the business community plays a part, as there may be many businesses that want to participate. Kyle responded that we expect there would be business representatives on the action team too (Eg. downtown area) Eric explained that there are definitely business focused action items and business representatives can be part of that, this is where based on the governance model it allows for expansion. He mentioned that he was talking to Christiane yesterday about ideas and opportunities for businesses to incorporate to create a sense of community. (Eg. small store carts for kids).

Eric proposed that for Shannon's point we can take it back to the Project Team, to come up with a space to get together and assist. Shannon added that if we are working on our own things we are still in silos, and it is not collaborative, we should all be wrapping a circle around our community to take on this work. Kyle explained to Shannon's point that we haven't given a lot of time thinking about this yet and will as we get to the action tables, he apologized for not having a solid answer at this time.

Denise shared that there are already current structures in place, the CSWB Plan was brought up at the ANHP meeting and they talked about not duplicating. Some of the actions overlap nicely and they are advocating on how these fit in, referencing their new committee for needle distribution as an example. She agrees with what Shannon is saying, but also we need to determine how we intersect with structures that currently exist.

Darcia spoke to next steps, and how we are not in a place yet where we ask who wants to continue to remain and transition to the implementation committee, there are multiple options for people at this table. Kyle agreed this is premature, and we want to have more people on board before deciding, we value everyone and therefore didn't want to put anyone in a decision position yet today.

Jodelle indicated that if we are to wait until more are onboarded there could be missing sectors again, suggesting it might be important to figure that out first before onboarding. Kyle explained that typically what happens with other committees is the City posts as positions become vacant but we have put this on hold due to adopting the final Plan, once we are in implementation we could post as positions become vacant or for missing sectors. He added that it will be fairly wide net as to who we email to invite to apply, some organizations are representations in addition to the public application process. At the end of the day Council wants to harness everyone that wants to be a part of this.

There was discussion amongst members about how to recruit new members for the implementation committee. Current members can encourage their individual contacts to apply. The newly formed implementation committee will have control over the

action teams, which are not formally appointed by Council. It was asked if we can streamline the process for people as the portal application is a bit extensive, there might be people that want to help with things but don't want to be part of all this. It was confirmed that people interested in helping can be on the action teams, there is not a formal process. It was agreed that it makes sense to keep the process consistent, perhaps we could recommend to Council to consider applicants that might not be able to fill out the application. Eric further added that based on the implementation model the committee will expand in numbers.

## **6. Discussion of Plan Promotion and Celebration/Communication Plan**

Mya shared her presentation with committee members, which will be distributed after the meeting. She explained that currently we are in a soft launch stage, she congratulated the committee on Council's recent adoption of the CSWB Plan. The Plan and its executive summary are now on the City's website and being circulated. We have reached out to media, it's now time to get buzz, feedback, questions, and concerns. If there are common questions, City communications can do a Q&A, create campaigns, and additional strategies to support this.

Mya reviewed the soft launch process with members. She and Eric first worked on the formatting of plan, then the same theme was applied to the Executive Summary, which is a key component of soft launch. The City's website link has been refreshed to make it easy to access, and members are encouraged to refer people to the site which is fluid and will be updated in real time. Mya explained that at this point we are starting to build brand awareness. For details refer to website link [www.kenora.ca/communitysafety](http://www.kenora.ca/communitysafety). Opportunities for engagement will also come on the page and there will be links to applications for committees. A media release went out this week following Council's adoption of the Plan, including all avenues of communication along with a QR code to access information.

Mya recommended that we need help now with community champions, which are select spokespersons to be the advocates of the Plan. This could be one or two people at the Plan's open house, or by way of social media posts with one-on-one interviews, we would like to call on the champions to speak to the action areas of the Plan. Mya affirmed that videos with people will stop the scroll and people pay attention. If you are passionate, we would like to implement this and use the positivity to spread awareness.

Mya explained that the promotional launch, in the form of an open house, takes the CSWB Plan from a soft launch to a bigger celebration. It provides an opportunity for direct engagement with the public and allows them to see and ask questions. She outlined the planning and promotion process for the open house. She stressed that we really need to promote the open house leading up to it, she is working on a logo as well for the Plan. In terms of key messages, she suggested to keep the vision in mind always, lean into the goals and priorities areas, thirdly and the biggest one is that this is a "community" plan, a continuous collective commitment.

Mya spoke to branding, adding that branding is something she is passionate about. Branding is a process of creating a unique identity, etc. that helps people recognize

and stop and pay attention, logo selection will be part of this process. She further explained branding and the brand guide, adding that the CSWB Plan will need a separate brand than what the City has.

Mya asked committee members if they had any questions.

Councillor Manson inquired about timelines. Mya shared that logo development is currently in research process, she will be able to present some options for members to review at the next meeting. She explained that the logo itself will be for the Plan, there are also icons set for the priority areas but these can be slightly modified. She affirmed the logo itself won't be the icons mashed together.

Shannon acknowledged that Mya has done an incredible amount of work, and it looks great. She asked if the committee could have a presence at the farmers market and will volunteer to participate if so. It was acknowledged this is a great idea and can be supported by having presentation boards, Eric will follow up with Josh Nelson in Tourism to coordinate this. It was suggested the group could also join with OPP who is always at the market. The home show and annual community safety event under the tent were also suggested as opportunities to promote the Plan. Another suggestion specific to the open house is to have a traditional opening.

Eric asked if there were any suggestions for promotional items. Coffee cups and stickers were mentioned, with the idea that there could be a social media campaign with someone holding their cups etc. Mya mentioned an idea that came from communications, to have signs for each priority, with people (faces) holding up and with a graphic behind the words, to entice people to learn more and want to be a part of this.

Jim mentioned the promotion and communication plan has no reference to pride in our community, Mya will add this.

Denise suggested adding something about health, wellness, illness prevention, and functioning well as contributors to well-being. Mya will add this.

Shannon suggested creating tent cards for businesses (eg. restaurants) which include a QR code, Mya will add.

In closing, Mya indicated that if anyone has anything that comes to mind after the meeting to please share with her.

Darcia thanked Mya for the work that is being done on this project and for bringing her passion to our work.

## **BREAK**

### **7. Working Group Updates**

Eric stated that he is looking at striking a working group to help with the open house. Members indicated that they would need to know the date before committing and so

it was decided to choose the date at this meeting. After some further discussion and checking of member's schedules the open house date was confirmed for Monday, June 9<sup>th</sup>. Jodelle, Shannon and Jim volunteered to participate on the working group. It was suggested that if the open house is held at the Discovery Centre to consider transportation options, Seven Gens was also suggested as an alternate more central location.

### **Syringe Distribution and Disposal**

Eric briefly touched on two groups that are working on this, he will have more of an update next time.

### **8. New Business**

Eric asked the committee if they would be interested in having a dinner together within the next couple of weeks to celebrate the adoption of the Plan and the extensive work that current members have contributed to the process. The group attempted to coordinate schedules before deciding on having lunch at LOW Brewco following the next regular CPCWB Committee meeting. Taras confirmed the committee meeting could be hosted upstairs at the LOW Brewco prior to lunch.

### **9. Meeting Evaluation Round Table w/messaging priorities for communication (what are the 3 takeaways from the meeting?)**

Jim-referenced the open house, hearing about the logo, and seeing the icons, he suggested maybe we need to theme it up a bit more Kenora-wise, also to make the open house family friendly.

Taras-agrees to Kenora-wise promotion and would like to see more of this behind a communication and engagement plan. It's been a long process, and now that there are things to communicate it will be important that the committee is out there as much as possible. He agrees on the importance of a logo but thinks it will be difficult to come up with in three weeks, it is a short time to come up with something based on his experience with the Brewco logo. There are concerns with a fast timeline and he cautioned to be aware as it can be a lengthy decision process, suggesting if anyone has ideas to put them forward. Glad to see that there are so many engaged on putting the plan together and with the open house.

Jodelle-loved watching what Mya had done, when she had talked about how people like to see their family and friends on ads, this is important. The survey results showed people were saying they wished there were more people with lived experience, she thinks there are people on committee that have it, we need to humanize the committee and people seeing this is important. This really stood out to her today and we can leverage our strengths to show we are part of community. Shannon-referenced pics of family and friends, the plan isn't just about our family and friends. There is a current social media campaign by KCA which has been powerful, we have to make sure that the faces are all of the faces this is for. Also, we should try and sell that we are a strong community, the drive for this work is how everyone is victimized, but we need to promote the resilience of the community, we have the strength to do this

Jill-is excited to see the communication roll out

Denise-referenced communication and going back to the groups that we had engaged to share the results, we haven't discussed this and need to give some

thought to before we do an open house. Regarding young people, what role does the school have? Suggested that band-aids are a popular promotional item

Kyle-thanked everyone for their efforts and is looking forward to the transition in getting the implementation committee up and running

Heather P-if you think of anything to share through communications reach out to her or Mya, this is unlike anything we have tried to deliver to the community and we will rely on a lot of engagement from groups and agencies. It is different, and will be ongoing for a lot of years, if you have suggestions, we are open to any and all. We have to provide that support to bring this collectively together, it is super important.

Logan-agrees with everyone, communication is important, and like the suggestion of humanizing the committee.

Regan-this is exciting, see everyone in May.

#### **10. Discussion of next meeting date: Friday, April 25, 2025**

Meeting will take place at the Lake of the Woods Brewing Company with lunch following.

#### **11. Adjournment**

Adjournment at 11:40 a.m.