



Minutes

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

Friday, February 14, 2025

9:00 a.m.

Operations Centre Training Room, 60 14th St. N.

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**With:** Denise Forsyth  
Jill Hager  
Grant Cowles  
Haley Pentek  
Logan Haney

Anita Cameron  
Jim Neild  
Councillor Bob Bernie  
Jodelle Maksymchuk (virtual)

**Staff:** Eric Shih – CSWB Coordinator  
Kyle Attanasio, CAO  
Heather Pihulak, Corporate Services Manager  
Heather Lajeunesse, Enforcement Services Manager/Deputy Clerk  
Christiane Sadeler – Consultant (joined at 10:30)

**Regrets:** Darcia Curtis  
Jeff Duggan  
Regan Dearborn

Shannon Bailey  
Taras Manzie  
Councillor Barb Manson

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

Chair Denise Forsyth called the meeting to order at 9:18 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 L. Haney, Seconded by H. Pentek and Carried -**

That the Minutes of the Crime Prevention and Community Well-Being Advisory Committee meeting held December 13, 2024, be confirmed as written and filed.

## **5. Discussion on CSWB Plan Governance and Implementation**

Kyle indicated that members have had an opportunity to review Christiane's presentation "Recommended Governance Approach", adding that it is very detailed so we want to try and break down into simpler terms for implementation. He explained that Christiane has provided some recommendations and feels that there are some specific sectors missing around the table, the City would need to do another call for applications and have new members appointed by Council to fill these gaps. Kyle shared that he has spoken with Christiane about the work, and the plan isn't to throw new people in now as this committee has done good work.

Kyle outlined that as part of governance there will be quarterly regular updates provided to Council. There will be action tables, and we need to create actions items specifically around the recommendations that we have in the Plan. It may be helpful to take advantage of tables we already have in place (eg. ANHP) instead of creating new tables to do the same work. Some of the charts look complex and the committee may be wondering how it works in practice; this will be up to the committee to determine.

Eric explained that when we talked to City Council it was really important for them on how this committee moves forward. He wanted to bring the discussion here to the group to see how this might work and what are the pieces, what is the role of the Committee and those on the Action Teams. The official developed model has three main teams, the Implementation Team, Action Team and CSWB Administrative.

Councillor Bernie agreed that we are right in that we don't want to duplicate services, we need to decide if something is not working and then look at creating a new team for those things, for this to succeed actions need to be top of line for us.

Kyle summarized the governance piece, outlining that governance is the council side, and implementation is the committee side. We now have the draft CSWB Plan which is almost finalized, it will come forward to the Committee of the Whole meeting on March 4 for deliberation and hopefully adoption at the Council meeting on March 18.

Kyle advised that if there are no more questions on the governance piece, we will move onto the implementation piece. He shared that one conversation Council has had is for an MOU or something to add action items into the day-to-day work of various organizations, to have them lean in and commit in a formal manner. It is not as simple as having a city plan carried out by city staff, it is more of a community plan and a shared responsibility. He asked members their thoughts on how we do this successfully, he would like to hear from everyone on how to get this to the next steps together.

Jim shared that with the Situation Table, there's an MOU signed by all partners to abide by the rules and participate. They have signed off and there's accountability as the steering committee reviews and holds everyone accountable.

Logan shared that there were great conversations last week in the meeting, and we need to know what we are doing. She likes that we are discussing accountability, and

what moving forward means for each of us. There's a lot of passionate people, but often it is always the same people. We are the champions in our community that are going to support the work, but we need other people in our community that will help and want to champion the change. We have the organizations that have lots of people, but we can only do so much. When the community sees the Plan, they may want to help with change.

Councillor Bernie shared that we need to be boots on the ground and get our hands dirty, we need to knock some simple things off the list and this will build momentum, we need to get out there and take a leap of faith. He referenced the Situation Table model and how it has been successful. We need to check our mandates at the door (in general) but in addition we need to go above and beyond, relative to the resources and manpower we have and how much buy-in there is. He stressed that short term goals are really important to creating buy in, we have to do things that will generate interest and engage our community. With over 1000 surveys we know people want to get involved, let's get out there and plan some things, for example baseball tournament, family event at pavilion, garbage collection.

Anita asked if the Committee will be able to see a draft of the CSWB Plan it before it gets approved by Council, adding it would be nice to see the almost final product as we have been a part of it. Kyle responded that we have gone over the actions in the Plan but he will try to get the draft for the committee. Anita inquired as to who is doing all this, with reference the boots on the ground, where are they going? She touched on the point about engagement, E.g. the Situation Table, she remembers it but wasn't part of it so questions what it is. Anita added another point, in relation to the committee composition there's too much emphasis on organizations services and not enough on the people that are being served by them, resulting in that the average person doesn't have power unless they are an employee of an organization. We need to find how the community can be a part of it, and how does this relationship get built and maintained.

Denise questioned how we transition from this committee to implementation and how do we be successful. She likes the idea for organizations to have an MOU or some type of accountability piece. We need to go back to those that we engaged with to be champions of the Plan and implement action. We need to come back with a timely plan and engage with people before we announce on social media. She shared that this has been an incredible learning experience; having difficult conversations with naysayers, tackling issues around racism, addictions, mental health is challenging and we all have to play a part to make our community better.

Eric suggested we need think about how we move well to implementation. He indicated that although Christiane had said not to have people with lived experience at the table, it is still an essential part. Anita wanted to clarify that she is not talking about people with lived experiences, she is talking about people like herself, members of the community. Logan suggested this is beyond us, we need the other people that are not us. Jill mentioned that it is hard to get Kenora to buy in, there needs to be greater buy in as a random citizen. Members agreed that we are doing our part and need to find a way to bring in others.

Jim stated that he agrees with a lot of what members are saying. He referenced the success of the OPP youth engagement program, how the original naysayers are now attending the events, bringing more people, kids are pressuring other kids to come, which is due to the consistency of the program. He suggested that this youth engagement model could be applied with some of the action items in the CSWB Plan. He explained how they began the youth engagement program in Kenora by planning the first event and have remained active every week since, it was the consistency that got the buy in and now they have too many volunteers. Jim suggested there could be an avenue to use this here as there is a youth crisis in Kenora based on the data. He explained that the youth attending are having positive interactions, there is accountability and inclusion while they are there, everyone interacts which is the piece that everyone is coming back to, it's hard to get kids involved unless there's a whole bunch of kids. He suggested that ideally for the Plan, we need to find a way to implement it so that we have too many volunteers.

Councillor Bernie elaborated that OPP have faced the criticism from their program, but they kept showing up. Kids get into trouble as there is no one there for them, the consistency works. We can apply the same idea to implementing the Plan, with civic engagement and civic pride, creating events to bring the volunteers in and this will generate a buzz. Denise suggested the Kenora Volunteer Fair is coming up this month.

Eric indicated that there are stories to share of good things that are happening and going on and we need to do our part to share, we can use the Plan as a way to point out what is already happening. It was agreed by several members that we need to communicate about what is going well to bring people on. We need to market the Plan, with a focus on consistency, accountability and the mission. It was suggested that storytelling and video can also be powerful marketing tools.

## **6. BREAK**

As committee members were having conversations about the draft CSWB Plan content, some questions came up. Christiane was available to join the meeting virtually at 10:30 a.m. to review the draft Plan with the group. She explained that she would like to share the Plan with members and her thinking on it, adding that there are many important next steps on implementing it.

Christiane shared her screen and reviewed each section of the Plan draft with committee members. Following the presentation of the Plan she asked members for their feedback.

Jill commented that it is a long document, and people may not read it. Christiane shared that she has started an executive summary which is short with action items.

Anita touched on what Jill was saying and asked about communication to the public, is there any thought or opportunity to create pamphlets or infographics. Eric and Christiane both confirmed yes, Eric has started this work and it will be discussed next.

Eric added that we have also created a document that has all the information so that it is easier to see, which will be 10 pages. Anita added that she appreciates the walk through the big picture and extended her thanks.

Denise stated that it is amazing how much has been accomplished in the last 16 months and what a huge task it was to put it together. Christiane responded that she hopes when the Plan is read the journey is recognized.

## **7. Discussion of ideas for promotion and launch of the plan**

Eric recommended that we have a fulsome discussion of ideas for the promotion and launch of the Plan, with a dedicated effort on making this work. He has been in discussions already with the City's Senior Communications Advisor Mya Horley on some ideas. He suggested a call out to folks on the committee who would be interested in helping out, and also that there could possibly be another sub committee created for communications. Eric asked members their ideas and thoughts, and if an open house or presentation would be best to help ensure that the message is released appropriately.

Ideas were discussed amongst the group. It was suggested that food could be offered at the launch party, if you feed people they will come. There could be an open house launch celebration where we invite the public and have the Plan's priorities and actions on large poster as well as the photo voice contest photos. After that we there could be specific locations in the community to get the word out, ensuring the level of communication is appropriate for everyone (understandable format). Several locations were suggested for the launch party such as the Clarion, Discovery Centre, Keewatin arena, Skate Park, Lake of the Woods Brewco or Brewer's village. A suggestion was made to offer morning coffee to people at various locations such as A&W, agencies, and at workplace monthly staff meetings. Eric stated that he will be creating a slide deck for everyone to share with their agencies. There could be a team designated to do these presentations. It was mentioned that if we want to reach out to various workplaces the timing will be important. For example, early morning (7am) for the construction community, for police it could be part of their shift brief. Other ways to get the Plan information out were suggested such as posters, mail outs, generic random public communications, a booth at the rec centre.

Denise inquired as to the City's thoughts on timeline, indicating that we are already over and this needs to be actionable. Eric shared that the first priority is launch, and after that we would be moving into the actions. More suggestions were made for getting the information out, such as at the community annual safety night, home show and farmer's market. Jodelle suggested that with the Plan launching now, it could be used as a way to get volunteers or participation. Eric indicated that some of the priority actions in the plan are ways to get people involved, being survey results showed that 87% of people wanted to get involved. Parent nights at schools was suggested as a resource for volunteers.

There was discussion about launch event suggestions and how people are going to want to know *what* we are going to do, the public would like to have tangible instead

of talking events. Some ideas were put forward for tangible events (medicine cabinet clean out, car wash)

Kyle explained that the committee will now reset from development to implementation and have a celebration stage for a month or two. To the points that are being made about hitting the ground running, we need to also focus on a few things to build the support and recognition in this accomplishment. We need to look to the plan and see how we can put the work together while we take the time to roll out the plan successfully.

Jill suggested that people are turned off by the word volunteer, and by asking for *helpers* instead for smaller things has been successful as not everyone wants to commit, more of a micro participation.

Councillor Bernie inquired if there will be a logo or a brand, or swag such as hats and stickers. Heather Pihulak shared that she and Mya have discussed this and they are working on a communication plan for this being it is a community plan, adding that Mya is also experienced in graphic design.

Eric will circulate the ideas suggested today. Councillor Bernie suggested fund raising events as long-term goals, something like a social event fundraiser, a community breakfast, that perhaps the business community and restaurants would want to get involved.

## **8. New Business**

It was announced that Jeff Duggan, OPP Detachment Commander, has been seconded to an assignment with Treaty Three Police Service, Jim Neild is the acting Detachment Commander.

It was shared that Treaty Three Police stakeholders engagement meeting is March 6 as part of their operational review.

Councillor Bernie shared some information on a teen and adult challenge program, a faith-based youth engagement also to address addictions, comparable to Big Brothers. He indicated that it seems interesting, and they are looking for a location in Kenora. Denise elaborated that teen challenge is a one-year treatment program they have tried before in Kenora, it was started in Hadashville.

Denise updated members that the All Nations Health Partners have a committee looking at needle distribution and they are exploring options as to what alternatives there are to the Morningstar Centre.

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

Denise-we had a great discussion today around communication. Having a work plan for next steps and a timeline will outline the work better. She asked Eric to put together a list of options and ways that we can communicate the Plan, also it needs to be culturally safe and for marginalized populations. She has learned a great deal

while participating on this committee and thanked everyone for their time and commitment.

Councillor Bernie-Mya from City communications has been an excellent resource and we will rely on her as much as we can for direction and suggestions.

Jim-with regards to the launching talks, it is hard to discuss this when we don't know what the financial budget is, he questioned if we will be fundraising. He referenced the youth program and how much has been spent on food, adding that finding funding is challenging. Many don't like to fund food but it is what brings kids out.

Haley-everyone has touched on her thoughts, still curious about the tangible piece and is happy to organize some type of event.

Grant-we need to identify community champions to move this forward, we are diverse and outspoken, maybe we just need to brainstorm who.

Jill-a draft Plan to read would be helpful, she agrees with the inquiry as to how do we pay and what funders would support.

Logan-looking forward to reading the draft Plan and to the next steps.

Anita-would like a workplan with a timeline, as well as the concrete draft to get a sense of where we are now and what is next. The question about resources is a good one, she reminded about relying on collaboration instead of reinventing the wheel as it will make things less daunting.

Kyle shared that there is a \$75,000 budget, plus communications staff to support the CSWB Plan. He inquired with the group about when new individuals are injected into the committee; how do we have new people join us and do these members see themselves as an implementation or action person. Logan suggested that new people should be focused on action, we will educate and communicate this to them. Jodelle reminded that when the current members applied it was by sector, there was some consideration of our skill sets but it wasn't as a member of the organization. There was further brief discussion of new member recruitment process and having representation from all applicable communities.

## **10. Discussion of next meeting date: Friday, March 21, 2025**

## **11. Adjournment**

Adjournment at 11:50 p.m.