

**TOWN AND GOWN COMMITTEE
Strategic Initiatives Working Group**

February 26th, 2013 – 4:00 p.m.

Sandy Hill Community Centre – Boardroom

MEETING SUMMARY

PRESENT: Martin Sauvé, John Dickie, James Bélanger, Salam Hawa, Hugh Ferguson, Seamus Wolfe, Taiva Tegler, Christopher Collmorgen, Ethan Plato, Michel Guilbeault, Elaine Koren, Claire MacDonald, Nathaniel Mullin.

1. WELCOME AND INTRODUCTIONS

Nathaniel thanks those in attendance and asks for a quick roundtable for each to introduce themselves.

2. APPROVAL OF THE AGENDA

The working group agrees with the agenda.

3. APPROVAL OF THE MINUTES

The working group approves the minutes of the January 22nd, 2013 meeting as amended.

4. LEADERSHIP OF THE WORKING GROUP

Nathaniel puts it out there once again that we continue to search for a lead for this working group. Interested parties are encouraged to come forward.

5. REPORT TO TOWN AND GOWN COMMITTEE

The working group makes a small amendment to its Mandate before adopting it for approval by the full Town and Gown Committee:

“To coordinate and implement the deployment of City, University and community resources in a strategic and proactive manner during key periods of the year, as identified by the working group and approved by the Sandy Hill Town and Gown committee (SHTGC). The Strategic Initiatives Working Group (SIWG) will also undertake any projects having been delegated to it by the SHTGC. These activities shall be in support of the SHTGC’s vision.”

Furthermore, the working group amends its work plan to a final version to also be presented at the full Town and Gown Committee:

1. Key enforcement and coordination to be discussed for the following times of the year:
 - a. Move-in and Welcome Week
 - b. Football games (incident management)
 - c. Promotion of Sandy Hill's Annual Community BBQ
 - d. Halloween
 - e. St. Patrick's Day
 - f. Move-out week
 - g. Canada Day

These dates will occur annually and the working group will work on addressing these key dates and events throughout the year on an ongoing basis.

2. Development and promotion of a community-wide "Respect" campaign; the parameters of this campaign have yet to be determined, however the working group is aiming to implement this strategy by September.
3. Continue to coordinate Walkabout education campaigns during the Welcome Week on an annual basis.
4. Develop some basic common messages which can be used by everyone to get the word out on the Town and Gown Committee. This is a short term goal for the committee.

6. ST. PATRICK'S DAY

James Bélanger from By-law Services advises the Group that there have been additional resources put on for the St. Patrick's Day weekend on the Friday, Saturday and Sunday (March 15th, 16th, 17th) from 8am-3am. He also advises the group that these officers will be tasked with going out into the neighbourhood and doing some public relations before parties get out of control.

The GSAED and SFUO representatives at the meeting highlight the fact that many events are also held on-campus for students in order to keep the festivities out of the neighbourhood as much as possible. They cannot reach all students but they attempt to attract as much participation as possible.

7. ADJOURNMENT

The meeting was adjourned at 5:15pm. The next meeting will be March 27th at 7pm; location TBD.