

Age-Friendly Thunder Bay Committee

Friday June 22 2012

11:45 pm - 1:00 pm

IN ATTENDANCE:

Laurie Biggar, Diana Coulombe, Cliff Huber, Rebecca Johnson, Marie Klassen, Randy Moore, Shirley Ozbolt, Barbara Philp, David Pierce, Brenda Reimer, Ray Riley, Dorothy Roberts, Kris Woznesensky and Mary McGeown

| ITEM | WHO | DUE DATE |
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| Pre-meeting Media Event | | |
| Prior to the meeting Diana Coulombe, a member of the Senior Charter Task Group, presented Mayor Keith Hobbs with a framed copy of the Thunder Bay Senior Charter; in turn Mayor Hobbs presented the Senior Charter to Councillor Rebecca Johnson | | |
| TBTV New and the Chronicle-Journal attended the event | | |
| 1. Introductions and review of contact information | | |
| Mary McGeown was introduced as the new Age-Friendly Project Coordinator | | |
| A copy of the contact information is attached to the minutes; please review and submit any changes to Mary | All reps Mary | ASAP |
| 2. Updates | | |
| The official letter from the World Health Organization confirming that the City of Thunder Bay has been accepted as a WHO age-friendly community was received. | | |
| A formal certificate will be provided by WHO in the near future. | | |
| Barb Philp read the contents of the certificate; the certificate contains a time limit (July 2014); Mary will investigate the meaning of the time limit. | Mary | |
| Logo has been finalized and is being included on all Age-Friendly Thunder Bay documents and communications. | | |
| Age-Friendly Thunder Bay is receiving information requests from other communities e.g a Council member from Surrey BC) | | |
| Rebecca Johnson reported on the "With Respect to Old Age: Why New Thinking is Needed for Older Adults" session at the Ontario Association of Municipalities; the session was conducted by Dr. Samir Sinha, Director of Geriatrics at Mount Sinai Hospital; an information sheet is attached to the meeting notes | | |
| The recent Senior walk went well and was well attended; Diana Coulombe , Rebecca Johnson and Laurie Biggar attended; all age groups were represented with some elementary and secondary schools displaying signs | | |
| 3. Age-Friendly Collaborative Steering Committee | | |
| Conducted the hiring process for the new project coordinator | | |
| Met with Sue Prodaniuk to discuss a strategic communications plan | | |
| Planning a full marketing strategy requires a lot of time and effort; Sue highlighted the emerging role of social media; the importance of sustainability | | |
| Sue helped us understand how to get started; how and what to target and evaluate | | |

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| Finalized the age-friendly logo | | |
| Supported work to finalize the Thunder Bay Senior Charter and secure its endorsement by Thunder Bay City Council | | |
| 4. Business Tool Kit (BTK) Task Group | | |
| Appreciation was extended to Tanya Shute who has resigned from the task group | | |
| Ray Riley has joined the task group | | |
| Have reviewed what is happening elsewhere; Thunder Bay appears to be at the forefront and perhaps has a unique opportunity to produce the BTK gold standard | | |
| Hoping to strategically engage the business community | | |
| Focus groups will be conducted in the future; will be recruiting volunteer facilitators; | | |
| Dorothy Roberts will volunteer to help facilitate the focus groups | | |
| The business tool kit will be differentiated for the various sectors. | | |
| There was discussion related to the identification and potential recognition of age-friendly businesses. | | |
| Dave Pierce agreed to be the lead for the Business Tool Kit Task Group | | |
| 5. Intergenerational Education Task Group | | |
| The modules are ready to go forward; trialing of the modules did not happen | | |
| Task group is focusing on meeting with school boards to determine how to roll out the modules. | | |
| Targeting second term of school (Winter 2013) | | |
| Broadened definition of target groups to include: home schooling; general public; and community based learning opportunities in addition to formal learning | | |
| Also need to focus on recruitment of volunteers to facilitate the modules but this will depend on how the modules will be implemented in different settings | | |
| Barb Philp agreed to be the lead for the Intergenerational Education Task Group | | |
| 6. Senior Charter Task Group | | |
| Diana Coulombe reported on the work of the Senior Charter Task Group | | |
| Electronic copies of the Senior Charter will be distributed | Mary | |
| The deputation to City Council can be viewed online. | | |
| Brenda Reimer commented that Diversity Thunder Bay has visuals available to represent the whole community; the Senior Charter Power Point slide show photos could have included aboriginal community pictures | | |
| Other representatives of the First Nations have been approached | | |
| Barb Philp tried to reach Anna Gibbon who works with an Elder Committee; it was noted that the City of Thunder Bay is working in tandem with other First Nation organizations; | | |
| Diana Coulombe commented that Slide 7 did represent diversity in the community and that Ian Thompson, a member of the Senior Charter Task Group and a professional photographer, has provided the photos for the slides | | |
| Diana Coulombe will approach Cathy Spence | Diana Coulombe | |
| The Senior Charter was unanimously supported by Thunder Bay City Council. | | |
| Task Group members were thanked for their work. | | |

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| 7. Age-Friendly Thunder Bay Committee Terms of Reference Development | | |
| This task is complete and the document is attached to the minutes. | | |
| 8. Age-Friendly Thunder Bay: Draft Action Plan, City of Thunder Bay | | |
| Rebecca Johnson circulated a copy of the City of Thunder Bay Draft Action Plan "to have Thunder Bay recognized as age-friendly". This document is emerging following a discussion from a year ago. | | |
| This committee will start working with the City on some of the identified issues. | | |
| The City of Thunder Bay is hiring a consult to conduct the age-friendly audit. | | |
| City staff representative for the work with this committee needs to be verified | Laurie Biggar | |
| May require volunteers for an ad hoc committee | | |
| Dave Pierce and Randy Moore will meet with Laurie (his lit review may be helpful) | Dave Pierce, Randy Moore & Laurie Biggar | |
| 9. Other Business | | |
| Task groups all need to identify a lead volunteer. | Task Groups | |
| Rebecca Johnson will send sympathy cards to Ian Thompson, Wendy Kirkpatrick and Catherine Peterson. | Rebecca Johnson | |
| Committee is open to anyone who wants to work on these issues and wants to step up to the plate; are now at the implementation stage | | |
| Barb Philp noted that any library has potential rooms to accommodate focus groups; Confederation College also has a professional focus group setting | | |
| Kris Woznesensky noted that Frances Wesley is a contact for the urban aboriginal strategy. | | |
| Barb Philp noted that the library has diversity photos that may be available for the committee to use. Barb will verify if this is permitted by the waiver. | Barb Philp | |
| Ray Riley suggested a Grand Chief to invite to the meetings; Dave Pierce offered to make this contact. | Dave Pierce | |
| Dave Pierce now represents NAN on this committee | | |
| Brenda Reimer noted that there is an automobile service using various languages and experiencing an increase in business. | | |
| Concern was expressed about Chartwell advertisements suggesting "this is the place you would want your mother and father to be" is not a positive aging messaging; Rebecca Johnson volunteered to talk to Cherie Kok about the advertisements and to send a letter to their head office. | Rebecca Johnson | |
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| 10. Future Meetings | | |
| 2012 Meeting Schedule: | | |
| Tuesday October 9 , Mary JL Black Library; 11:45 for lunch; 12:00 pm for meeting (Retired Teachers of Ontario, District 2 will host the lunch) | Retired Teachers of Ontario | |
| Tuesday December 11 , United Way office (entrance at the back) (Brenda Reimer will check about hosting the lunch) | Brenda Reimer | |
| 2013 Meeting Schedule: | | |
| Tuesday March 12 | | |
| Tuesday June 11 | | |
| Tuesday October 8 | | |
| Tuesday December 10 | | |